HEART MEETS ALGORITHM: EXPLORING EMOTIONAL INTELLIGENCE AND ITS INFLUENCE ON MODERN COMMERCE STRATEGIES

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Abstract—*This study investigates the role of emotional intelligence in shaping consumer behaviour within e-commerce platforms, emphasizing how empathy, trust, and personalized engagement influence purchasing decisions in the digital marketplace. The research was guided by three objectives: to examine consumer perceptions of emotional intelligence in e-commerce strategies and its impact on their purchasing decisions , to analyse how AI-driven technologies (voice assistants, virtual shopping assistants, facial recognition, etc.) enhance or hinder emotional engagement between brands and consumers and to analyse how AI-driven tools such as sentiment analysis, emotion detection, and behaviour tracking are applied in e-commerce platforms to shape consumer buying behaviour. The study was conducted using a quantitative approach with data collected from 40 respondents through a structured questionnaire. The responses were analyzed using SPSS (Statistical Package for the Social Sciences) with frequency analysis and inferential tests such as one-sample t-test, ANOVA, and independent t-test applied. The findings revealed that emotional connection, transparency, and empathy significantly influence trust and loyalty, while satisfaction with AI-driven personalization shows limited variation across demographics, with men responding more strongly to predictive analytics and emotion detection. The study concludes that integrating emotional intelligence with artificial intelligence can foster human-centered, ethical, and sustainable e-commerce strategies. Future research may expand the sample size, adopt a cross-cultural perspective, and explore the ethical implications of AI-driven emotional engagement in digital commerce.*

Keywords: *Emotional Intelligence, Artificial Intelligence, E-commerce, Consumer Behaviour, Digital Engagement.*

INTRODUCTION

In today's competitive market, commerce is no longer driven just by price, quality, or convenience. It's also shaped by the emotional connections that brands create with their customers. Emotional intelligence (EI) refers to the ability to recognize, understand, and respond to human emotions effectively. It has become a key factor in shaping customer experiences and building long-term loyalty. Businesses that demonstrate empathy and emotional awareness are often perceived as more trustworthy, relatable, and consumer-centric, enabling them to stand out in a crowded marketplace. At the same time, the rapid growth of artificial intelligence (AI) has changed how brands interact with their customers. Tools like chatbots, voice assistants, and sentiment analysis software enable companies to understand emotions, predict behaviours, and personalize engagement at scale. However, while AI offers efficiency and precision, it also raises questions about authenticity and whether technology can truly replicate the depth of human emotional connection. The convergence of EI and AI thus presents both opportunities and possibilities: the potential to create more meaningful, personalized interactions while also demanding a careful balance between technological innovation and human sensitivity. Exploring this balance is crucial to understand how the "heart" and the "algorithm" are reshaping the future of modern commerce.

REVIEW OF LITERATURE

Hu (2026) examined at how AI-based personalized recommendation systems affect consumer choices in e-commerce by tackling the problem of choice overload. The study aimed to find out if emotionally relevant and preference-based AI recommendations make it easier to decide, improve user satisfaction, and build trust during online shopping. The findings stated that personalized recommendations help narrow down options, improve decision efficiency, and positively influence satisfaction, However, choice overload can still occur when too many options leads to delay in decision-making. The study concluded that AI-driven personalisation supports emotionally aware commerce strategies by reducing mental effort and improving user experience. It also highlighted that trust and effective filtering are crucial for successful e-commerce strategies.

Mohammad et al. (2026) explored how generative AI-driven storytelling connects with customer engagement in today's commercial settings. The study aimed to understand how personalization affects the effectiveness of AI-generated storytelling on customer engagement. The findings showed that generative AI-driven storytelling has a positive effect on customer engagement, and personalization plays an important role in this process. The study concluded that combining generative AI with personalized and emotionally engaging storytelling methods is crucial for improving customer engagement and boosting modern commerce strategies.

Davtyan (2026) examined the role of artificial intelligence on consumer behaviour analysis and digital marketing strategies. The study demonstrates how implementation of AI-driven technologies transformed the traditional marketing practices. The findings show that AI tools such as sentiment analysis, predictive analytics, and machine learning enable the marketers to examine various real-time consumer data for accurate targeting and personalized marketing strategies. The AI-driven techniques support the businesses to anticipate and predict the consumer needs, interest, preferences, and the future market trends to increase the consumer buying decisions, long term consumer engagement, and return on investment. The study also focuses on the ethical concerns related to data privacy, transparency, and bias. Therefore, the author emphasizes the need for ethical use of AI and comply with the data protection regulations to maintain the consumer trust and loyalty.

Albannai, M. (2026) examined the role of AI chatbots in improving the customer experience in e-commerce. The objective of the study is to identify how chatbots improve the customer engagement, satisfaction, and services in e-commerce platforms. The study highlights that AI-powered chatbots supports the customer interactions through immediate responses, personalized assistance, and customer friendly services. The findings highlights that AI chatbots reduces the response time, offering personalized information to the consumers, and assisting in purchasing decisions positively influences the consumers buying decisions. The role of chatbots is guiding the consumers throughout the purchase process and thereby influences the buying decisions of the consumers. The study suggest that it is essential for the chatbots to understand the consumers' emotions and attitude as chatbots effectiveness depends on the ability to understand the customer needs and emotions. The study concluded that integrating emotional intelligence into chatbots can enhance the consumer trust, loyalty, and satisfaction.

Kole et.al (2025) examined how generative religions can be used in transforming E-Commerce support by focusing on emotion, language, and trust. The study highlights that AI systems is capable of generating emotionally aware responses, improve trust and enhances the interactions between the E-Commerce platforms and the consumers. The study highlights that emotion, language, and trust are the key significant factors in shaping the consumers' perceptions. The findings shows that emotionally sensitive AI responses can bridge the gap between the human support and automated systems. The findings suggest that when generative AI is constructed with attention and ethical communication it can strengthen the consumer trust and engagement in e-commerce. The authors suggest that combining emotional intelligence with generative AI increases the quality of e-commerce interactions and improves the long-term customer loyalty.

Verma et.al (2025) examine the role of artificial dancing the consumer engagement in personalization marketing management. The objective of the study is to analyse how artificial intelligence can be implemented in the marketing management to enhance the customer engagement. The study highlights that machine learning based methods including the predictive analysis model and content-based filtering assist branch to create more individualised experiences and interactive customer engagement. The study shows that AI significantly improves the consumer involvement, satisfaction, the level of interaction, and emotional connection between the brand and the customer by enabling targeting communication and adaptive personalisation. However, AI improves the interaction and satisfaction of the consumers but it also raises the privacy concerns and bias. The study concludes that ethical consideration and responsibility in AI-powered techniques is essential to maintain the consumer trust.

Mittameedi et.al (2025) explored on the "Customer Experience in E-Commerce: A Systematic Review of Metrics, Models, and the Role of AI". The study was conducted to examine how the customer experience in e-commerce has been measured, formulated and transformed with the rising technologies. The study reveals that the customer experience has developed from a commercial transaction and usability focused concept to a dynamic, collaborative model including emotional connection and interaction with intelligent technology. In the modern era of customer experience trust, personalization, user friendly, and customer engagement emerge as the key influencing factors driven by technological developments. The study highlights that AI systems are not merely instruments for efficiency, they play a significant role in contributing positive customer experience by creating real-time personalisation and improving emotional connections through online. The study also emphasises that although personalisation and automation increase the consumer engagement and satisfaction, trust, transparency, ethical concerns and emotional implications are necessary for the long-term loyalty and satisfaction.

Souisa et.al (2025) demonstrated the role of emotional intelligence, sales strategies, consumer trust, and service differentiation in influencing the repurchase intentions within online entrepreneurship. The study highlights that the consumer purchasing decisions are not driven by only price or product factors but they are significantly influenced by the emotional and interpersonal factors. The study reveals that emotional intelligence plays a significant role in developing a positive customer relationship by enhancing the understandings of consumer needs, empathy and improving the quality of the communication. The authors found that entrepreneurs who exhibit higher emotional intelligence are able to build the consumer trust which significantly influences the purchasing decisions. The study also focuses on the trust that acts a as mediating element between the emotional intelligence and repurchase decisions and enhancing the customer engagement in e-commerce. The study demonstrates that emotion-driven strategies are significant for the business growth as the emotional intelligence is not only a personal trait but also a strategic asset in the digital businesses.

Malaiya (2025) Studied how emotional intelligence affects consumer buying decisions from a behavioural perspective. The research aimed to understand how emotional states impact consumer preferences, impulse buying, brand attachment, and overall decision-making. The primary objective was to examine the psychological and emotional mechanisms through which emotions affect purchasing behaviour and how marketing strategies leverage these emotions. The findings highlighted that emotions play a significant role in consumer choices. Positive emotions promote impulse and exploratory buying, while negative emotions drive compensatory and cautious buying behaviours. The study concluded that including emotional intelligence in modern commerce strategies, such as AI-driven and digital platforms, is crucial for developing ethical, emotionally aware, and consumer-focused marketing methods.

Shoeb (2025) highlighted the importance of emotional intelligence in shaping consumer buying behaviour in today's market. The study aimed to understand how emotions affect consumer choices, preferences, and interactions with brands. The findings Indicated that emotions are crucial in purchase intention, impulse buying, and brand attachment, often more influential than logical thinking. Conclusion of the study is that emotional intelligence in commerce strategies is vital for developing customer-focused approaches and improving the effectiveness of digital and AI-supported marketing practices.

Yanchuk et.al (2025) examined how artificial intelligence is changing e-commerce through automation, personalization, and improved efficiency. The study aimed to understand how AI systems can personalize customer interactions by responding to users' thinking and emotional behaviour patterns while maintaining ethical engagement. Their findings showed that AI-driven micro personalization enhances customer experience, trust, loyalty, and conversion rates by providing adaptive and emotionally connected digital interactions. The study concluded that combining artificial intelligence with ethical, customer-focused personalization strategies is crucial for creating competitive and sustainable modern commerce platforms.

Uwasa et al. (2025) examined at how emotional intelligence impacts modern commerce and customer engagement strategies. The study aimed to understand how being aware of and managing emotions affects consumer relationships, trust, and decision-making in business. The findings showed that practices based on emotional intelligence improve customer satisfaction, loyalty, and organisational effectiveness. The study concluded that adding emotional intelligence to modern commerce strategies is crucial for building sustainable, customer-focused business models, especially when it works alongside digital and AI systems.

Ingriana et al. (2025) examined how AI-driven personalization affects consumer behaviour in e-commerce through a systematic literature review. The study aimed to analyse how artificial intelligence-enabled personalization impacts customer engagement, operational efficiency, and brand loyalty in digital commerce. The findings showed that AI-driven personalization boosts customer engagement through personalized recommendations. It also improves operational

efficiency with AI-powered chatbots and automated customer service. Additionally, it strengthens brand loyalty by increasing conversion and retention rates. The study concluded that while AI-driven personalization is a strong tool for changing e-commerce strategies, its effectiveness relies on responsible AI integration, ethical data management, transparency, and addressing data privacy concerns to build long-term consumer trust.

Khan et al. (2025) Studied the AI-driven personalization affects in online purchase intentions by focusing on the roles of consumer trust and perceived relevance. The study aimed to understand how AI-based personalization, seen as a technology that prompts reactions, affects how consumers evaluate products and their buying intentions in online shopping. The results showed that AI-driven personalization significantly increases purchase intentions directly and indirectly by boosting consumer trust and perceived relevance. The study concluded that trust and relevance are key factors in how AI-driven personalization influences online consumer behaviour. It highlighted the need for personalization strategies that connect emotionally and cognitively in today's e-commerce platforms.

Moqaddem (2025) examined the impact of AI on personalization and customer engagement in intelligent marketing strategies. The study focuses on AI-powered programs such as personalization, recommendation systems, sentiment analysis, predictive analysis, and real-time engagement. The objective of the study is to examine how AI-driven personalization influences the consumer satisfaction, engagement, and interaction quality. The findings show that AI significantly improves the marketing effectiveness by facilitating personalized experiences and increased consumer engagement. The findings revealed that implementation of effective AI strategies enhances the customer engagement by improving the targeting accuracy, creating personalised communication, and enabling adaptive and innovative marketing. The study also demonstrated the challenges faced by the businesses such as data privacy, transparency, and ethical use of consumers information which can significantly affect the consumers. The study concluded that AI is a key marketing strategy for the effectiveness of long-term customer engagement.

Kumar, B.R. et.al (2025) explore on how artificial intelligence transforms the modern marketing through predictive analytics and personalized campaigns. The study focuses on how AI tools such as predictive analytics, machine learning, and data-driven personalization help the marketers to understand the consumer preferences and influence their purchasing decisions. The objective of the study is to analyse the role of AI in consumer behaviour and the marketing performance through personalized strategies. The study highlighted that AI-driven tools enhance the customer engagement and builds brand loyalty by providing personalised messages and contents and automated campaign strategies in real time. The study show that AI-driven marketing strategies leads to accurate predictions, targeted communication and improved customer engagement. The study concludes that AI-powered marketing will be indispensable for the future marketing and ethical AI implementation is essential to attain consumer trust, and effective human-centric engagement.

Adel Rovčanin (2025) highlighted at how artificial intelligence affects consumer behaviour and business strategies in e-commerce. the study emphasizes on how AI tools like machine learning, natural Language Processing, chatbots and predictive analytics are revolutionizing online retail. The goal was to explore how these tools improve personalization, customer service, inventory control, and decision making while ensuring consumer trust. The research demonstrated that predictive modelling and personalisation with AI significantly enhance customer experience, operational effectiveness, and competitive advantage. But it also pointed to data privacy issues, ethical implications, and technical integration as challenges. The conclusion highlighted that although AI provides scalability and innovation, companies should embrace ethically conscious and strategically aligned strategies to provide sustainable e-commerce growth.

Alghaswyneh (2025) examined how AI-driven personalization impacts consumer engagement in digital marketing in Saudi Arabia. The goal was to see how factors like ethical issues, technology readiness, company culture, and costs affect engagement when businesses use AI to personalize experiences. The results showed a strong positive link between AI-driven personalization and consumer engagement. Ethical considerations, especially data privacy and transparency, had the strongest connection. This was followed by company culture, technology readiness, and cost. Participants reported high satisfaction, believing that personalization improved convenience, efficiency, and their connection to brands. The study concluded that AI personalization is a powerful tool for engagement, but its success relies on trust, ethical practices, technology readiness, and company culture

Anushree et al. (2025) studied on how AI chatbots and virtual shopping assistants affect trust, satisfaction, and purchase intentions among college students during festive shopping. The goal was to understand how personalized AI interactions impact customer engagement and loyalty during the peak shopping hours. The findings showed that more than half of the respondents found AI-driven recommendations relevant and many also agreed that chatbots assist in product discovery and make the support easier. The study concluded that these AI tools significantly improve festive shopping experiences through convenience and personalized service but must address trust, relevance, and transparency to be fully effective.

Arihant Pattnaik et.al (2025) examined how artificial intelligence is changing consumer behaviour and market trends. Their study looked at AI's role in decision-making, emotional engagement, and choices driven by sustainability. They used tools like hyper-personalization, predictive analytics, and emotional AI. The objective was to see how AI not only alters consumer interactions but also actively shapes market dynamics. The findings showed that AI allows for deeper personalization, builds loyalty, and encourages sustainable consumer behaviour. However, it also raised concerns about data privacy, algorithmic bias, and transparency. The conclusion states that AI need be used to balance personalization with consumer freedom so both competitive advantage and ethical involvement in digital commerce.

Arora, Jyoti et.al (2025) studied how AI personalizes brand voice and improves customer engagement. The study highlights how technologies like chart boats, virtual assistants, natural language processing, and sentiment analysis help to replicate empathy and contextual relevance in communication. The aim was to measure the effectiveness of these technologies in building emotionally stimulating and human-centric interactions between consumers and brands. The study revealed that AI led personalisation greatly enhances customer satisfaction, enhances brand loyalty, and create consistent brand identity. the study also noted the issues of privacy, authenticity and over automation and concluded that a hybrid strategy that combines AI efficiency with human intervention is key to emotionally intelligent brand communication.

Gyan Chand et al. (2025) examined the idea of emotional intelligence (EI) in marketing and its importance for consumer behavior, brand loyalty, and customer retention. The goal was to create a theoretical framework that combines EI components such as empathy, self-awareness, motivation, self-regulation, and social skills into marketing strategies. The findings highlighted key aspects that marketers view as most important. Personalization and customer experience topped the list, followed closely by emotional storytelling, trust, relationship building, effective communication, visual and sensory appeal, brand authenticity and transparency, and digital engagement. The study concluded that EI has strong potential to improve the connection between brands and consumers. It urged marketers to incorporate emotionally intelligent tactics into their marketing communications and recommended future research to test the framework and examine long-term effects.

Praveen Kumar Maroju et. al (2025), emphasized on the role of emotional intelligence in shaping human-centered technology. The study aimed to investigate the core factors of emotional intelligence- self -awareness, self- regulation, motivation, empathy, and social skills can be infused into the technological systems to strengthen the user experience. The study reveals that integrating the emotional intelligence in fields like artificial intelligence, virtual reality, and user interface design enhances user engagement, satisfaction, and accessibility. From the research the author established that how emotional intelligent technologies generate more adaptive, empathetic, and responsive digital transactions. The study concludes that while emotional intelligence driven innovation can enhance the loyalty, trust, and overall well-being, it also requires substantial ethical concerns to ensure a balanced framework between human values and technological advancement.

Syed Muhammad Mudassir Ahmed et. al (2025) examined the impact of AI-driven personalization on consumer engagement and brand loyalty". The study highlighted the effect of AI personalization on consumer behavior and brand loyalty. The study focused on how the artificial intelligence technology revolutionize the digital marketing by delivering tailored consumer experiences that influence the opinions and increases the emotional connections with brands. The aim of the study was to investigate the relationship between the AI implementation, personalization, consumer loyalty, and engagement in the emerging industries. The study indicated that AI-driven personalization generates more engaging and trustworthy interactions, fostering long term loyalty. The study concludes that while AI provides a competitive advantage through personalized approaches, businesses need to be transparent and ethically use the consumer data in order to build trust and effective development.

Tănase C (2024) explored how emotional intelligence can be included in AI-driven marketing strategies to improve brand-consumer relationships in today's market. The study aimed to understand how emotional intelligence, backed by artificial intelligence, boosts personalization, emotional engagement, and customer experience while tackling ethical issues. The findings showed that AI tools like personalisation systems, sentiment analysis, chatbots, and emotionally driven content can enhance consumer engagement and loyalty. The study concluded that successful marketing strategies today need to balance artificial intelligence and emotional intelligence. AI should support human empathy, ethics, and genuine emotional connections without replacing them.

STATEMENT OF THE PROBLEM

In today's highly competitive digital market, E-commerce platforms rely more on algorithms, data analytics, and automation to engage with consumers and drive sales in the digital era. E-commerce has implemented different strategies

to attract the customers from discounts and offers to personalized recommendations. While these technologies enable a high degree of personalization, efficiency and predictive analysis, they neglect the consumers' emotional connection including trust, empathy, and loyalty which plays a significant role in influencing the purchasing decisions and long-term loyalty. Integrating emotional intelligence with e-commerce can build more profound relationships with customers and helps in building long-term loyalty. With advanced technology, the vast majority of e-commerce websites continue to be preoccupied with algorithmic accuracy and tactics generated for sales, while the emotional aspect of engagement is still not fully leveraged. This contradiction highlights the need to examine how emotional intelligence can be efficiently incorporated into e-commerce approaches to influence customer behavior and foster sustainable growth.

SCOPE OF THE STUDY

The study focuses on developing the role of emotional intelligence in e-commerce and to understand how it influences consumer behavior in the online market. The scope includes exploration of consumers' perspectives that move beyond efficiency to emotionally intelligent practices on online retailing platforms and their ultimate effect on buying decisions. It evaluates how the e-commerce practices shape the purchasing behavior of the consumers. It includes AI -powered technologies like virtual shopping assistants, voice assistants, and face recognitions to have a strong emotional interaction and connection between brands and consumers. Additionally, the study also investigates how the use of AI powered tools like emotion recognition, sentiment analysis, and behavior monitoring by the e-commerce platforms to shape purchasing behavior and establishing lasting consumer relationships. By integrating these dimensions, the study aims to offer valuable insights into how emotional intelligence and technology together can support e-Commerce businesses in developing strategies that are not only efficient but are also empathetic, trustworthy, and consumer -focused.

OBJECTIVES

1. To examine consumer perceptions of emotional intelligence in e-commerce strategies and its impact on their purchasing decisions

2. To analyse how AI-driven technologies (voice assistants, virtual shopping assistants, facial recognition, etc.) enhance or hinder emotional engagement between brands and consumers.

3. To analyze how AI-driven tools such as sentiment analysis, emotion detection, and behaviour tracking are applied in e-commerce platforms to shape consumer buying behaviour.

NEED FOR THE STUDY

The need for this study comes from the rising importance of emotional intelligence and artificial intelligence in shaping modern e-commerce strategies. In today's digital marketplace, consumers are not just influenced by price and product features. They increasingly look for brands that understand their emotions and offer personalized, empathetic experiences. Emotional intelligence helps e-commerce businesses connect with consumers on a deeper level. This connection fosters trust, loyalty, and long-term engagement. At the same time, AI technologies like voice assistants, virtual shopping assistants, facial recognition, and sentiment analysis tools are changing how online platforms interact with consumers. These technologies enable personalized recommendations, predictive insights, and emotion-driven marketing strategies. It is crucial to explore how emotional intelligence and artificial intelligence interact in e-commerce. Doing so will help businesses create strategies that balance technological efficiency with emotional engagement. This study aims to show how combining the "heart" and the "algorithm" can improve consumer satisfaction, enhance online experiences, and support the sustainable growth of e-commerce platforms.

SIGNIFICANCE OF THE STUDY

This study is important because it looks at how emotional intelligence (EI) and artificial intelligence (AI) are changing e-commerce strategies. As consumer behaviour in digital marketplaces relies more on emotional connections than just transactional factors, understanding EI helps online businesses build trust, foster loyalty, and boost repeat purchases. At the same time, the rise of AI-driven technologies, such as voice assistants, virtual shopping assistants, facial recognition, sentiment analysis, and behaviour tracking, gives e-commerce platforms powerful tools to personalize interactions, understand consumer emotions, and influence purchasing decisions. By exploring the relationship between EI and AI, this study shows how e-commerce brands can create strategies that are both technologically innovative and emotionally engaging. The findings are especially helpful for online retailers, digital marketers, and researchers looking to develop consumer focused, sustainable, and flexible e-commerce models. In the end, this study shows how combining the "heart" and the "algorithm" can transform consumer engagement, improve experiences, and shape the future of e-commerce.

HYPOTHESES OF THE STUDY

- H_1: There is a significant level of perception of emotional intelligence in e-commerce strategies as influencing their decision-making

- H_0: There is no significant difference in the mean satisfaction with AI personalization across different age groups.

- H_1: There is a significant difference in mean satisfaction with product recommendations between male and female respondents.

LIMITATIONS OF THE STUDY

- The duration of the study was short, which limited the data collection process.

- Only 40 responses were collected due to time constraints.

- The study did not cover multiple perspectives, which can be explored in future research

RESEARCH METHODOLOGY

This study adopts descriptive and explanatory research design; primary data is collected through online questionnaire with 40 respondents. The reliability test is taken using Cronbach's alpha. A non-probability sampling techniques is employed to select respondents with relevant digital commerce experience.
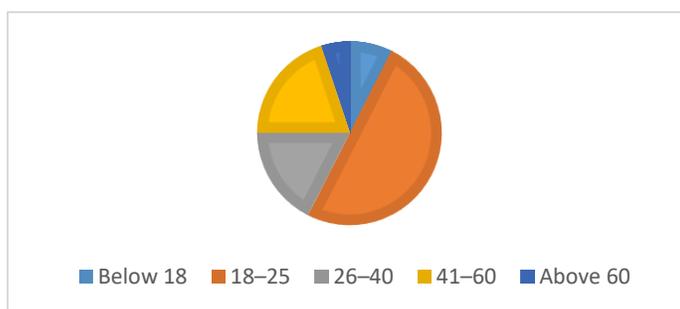
RELIABILITY TEST

Table 1.1 - Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	0.910
Number of items	33

Source: Computed Data

DATA ANALYSIS AND INTERPRETATION

Figure 4.1 Chart showing age group of the respondents

Below 18   18–25   26–40   41–60   Above 60

Source: Primary Data
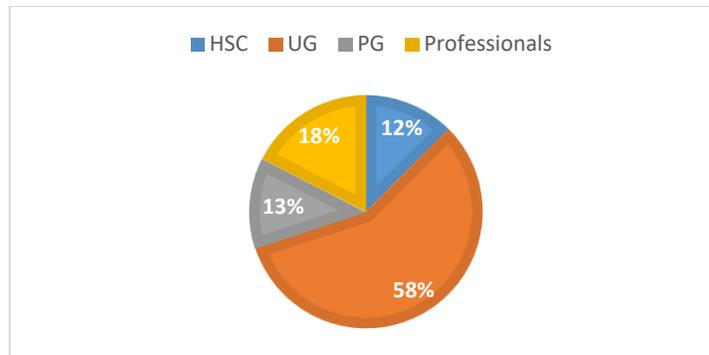
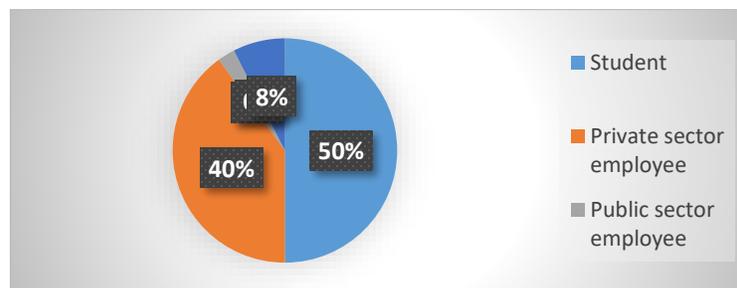**Figure 4.2 Chart Showing Gender Of The Respondents**
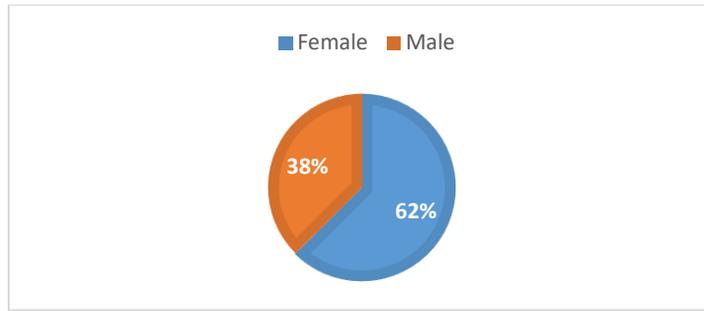
Source: Primary Data

Figure 4.3 Chart showing the educational qualification of the respondents
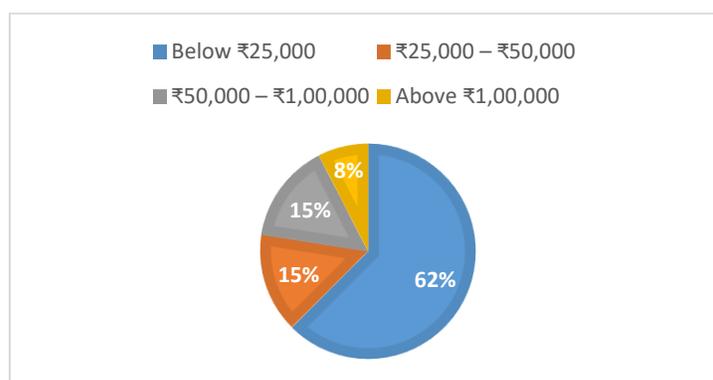

Source: Primary Data

Figure 4.4 Chart showing the occupation of the respondents

Source: Primary Data

Figure 4.5 Chart showing the Monthly Income of the respondents

Source: Primary Data

Table 1: One sample t test to examine consumer perceptions of emotional intelligence in e-commerce strategies and its impact on their decision- making

Test Value – 3							
Factors	**N**	**Mean**	**Std. Deviation**	**Mean Diff.**	**t**	**df**	**Significance (P value)**
AI-based product recommendations (suggestions and offers) on e-commerce platforms reflect consumer preferences accurately and influence decisions	40	3.88	0.791	0.875	7.000	39	
Emotional connection with the brand is considered more important than promotions and discounts	40	3.70	0.966	0.700	4.583	39	
Loyalty increases when the brands develop a strong emotional connection with the consumer	40	4.15	0.770	1.150	9.450	39	.000
Consumers prefer to purchase products from e-commerce platforms that make them feel valued and recognized	40	3.98	0.832	0.975	7.415	39	
I am more inclined to remain loyal to a brand that connects with me more emotionally	40	3.63	0.868	0.625	4.555	39	
Decision-making is positively influenced when brands demonstrate transparency and trust	40	4.20	0.758	1.200	10.014	39	
Consumers feel more engaged when brands show empathy in communication	40	3.88	0.883	0.875	6.271	39	

E-commerce platforms that show empathy in customer service (chat support, complaint handling) influence purchase decisions positively	40	3.95	0.932	0.950	6.444	39
Trust and transparency in e-commerce websites (clear return policies, secure payments) encourage repeated purchases	40	4.15	0.736	1.150	9.888	39
Emotionally engaging content (personalized emails, tailored offers, friendly messages) increases the likelihood of purchase	40	3.85	0.949	0.850	5.667	39

Source: Computed Data

H_0: There is no significant level of perceptions of emotional intelligence in e-commerce strategies and believe it has no significant impact on their decision-making

H_1: There is a significant level of perception of emotional intelligence in e-commerce strategies as influencing their decision-making

The table above shows that the p values for several factors are highly significant at the 1% level. These factors include AI-based product recommendations, emotional connection with the brand, loyalty through emotional connection, feeling valued and recognized, emotional inclination towards brand loyalty, transparency and trust in decision-making, empathy in communication, empathy in customer service, trust and transparency in e-commerce websites, and emotionally engaging content. Therefore, we reject the null hypotheses and conclude that there is a significant difference between the mean scores of these ten factors related to consumer perceptions of emotional intelligence in e-commerce strategies and decision-makin

Table 2: The result of one-way Anova on to how satisfied are customers with the personalization provided by AI technologies in online shopping?

Factors	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.326	4	.082	.182	.946
Within Groups	15.649	35	.447		
Total	15.975	39			

Source: Computed Data

H_0: There is no significant difference in the mean satisfaction with AI personalization across different age groups.

H_1: There is a significant difference in the mean satisfaction with AI personalization across different age groups.

The p value from the one-way ANOVA test on customer satisfaction with AI-driven personalization in online shopping is 0.946. This value is greater than 0.05 at the 5% significance level. Therefore, we accept the null hypothesis. This means there is no significant difference in customer satisfaction with AI personalization among the different groups of respondents

Table 3: Significant difference among the mean satisfaction with AI personalization across different age groups

Factors	Gender	N	Mean	Std. Devi	t	Sig (2-tailed)	Relationship
AI- tracks browsing history and online behavior to predict consumer preferences	Male	15	3.87	1.187	-1.077	0.288	Not Significant
	Female	25	3.44	1.227			
AI uses sentiment analysis to evaluate emotions expressed in reviews and social media posts	Male	15	4.00	1.000	-1.505	0.141	Not Significant
	Female	25	3.52	0.963			
AI monitors past purchases to recommend products that match consumer interests	Male	15	4.07	0.961	-1.072	0.291	Not Significant
	Female	25	3.68	1.180			
Predictive analytics powered by AI is used to anticipate future buying decisions of consumers	Male	15	4.27	0.961	-3.195	0.003	Significant
	Female	25	3.28	0.936			
Emotion detection technologies (e.g., facial recognition, voice tone analysis) are applied by brands to interpret consumer moods	Male	15	4.00	0.926	-2.449	0.019	Significant
	Female	25	3.20	1.041			
Emotionally appealing advertisements (using empathy, care, or happiness) encourage me to choose certain brands	Male	15	3.93	1.100	-1.216	0.232	Not Significant
	Female	25	3.52	1.005			

Source: Computed Data

Ho: There is no significant difference in mean satisfaction with product recommendations between male and female respondents.

H1: There is a significant difference in mean satisfaction with product recommendations between male and female respondents

The table shows the result of the Independent Sample t-test conducted to examine the difference between male and female respondents regarding their views on AI-driven personalization techniques. For the factors Predictive analytics powered by AI is used to anticipate future buying decisions of consumers ($p = 0.003$) and Emotion detection technologies are applied by brands to interpret consumer moods ($p = 0.019$), the p-values are less than 0.05 at the 5% level of significance. Hence, the null hypothesis is rejected for these factors, indicating a significant difference between male and female respondents. For all other factors, the p-values are greater than 0.05, and the null hypothesis is accepted, showing no significant difference between genders

FINDINGS, SUGGESTIONS AND CONCLUSION

MAJOR FINDINGS OF THE STUDY

- The majority of the respondents belongs to the age group of 18-25 years with 50% of the total respondents, demonstrating that the younger population is more attracted towards e- commerce strategies.

- The majority of the respondents belongs to the category female with 62.5% of the total respondents.

- The majority of the respondents are under graduates accounting for 57.5% of the total respondents.

- The Majority of the respondents are students who dominate the total respondents with 50%.

- The majority of the respondents (62.5%) have a monthly income below ₹25000.

- The majority of the respondents with 47.5 % agree that emotional connection with the brand influences customer buying decisions more than price discounts

- The majority of the respondents agree that AI based product recommendations on E-Commerce platform reflect the consumer preferences accurately purchasing decision with 52.5 % of the total respondents.

- The majority of the respondents agree that emotional connection with the brand is considered more important than the promotions and discounts with 42.5 % of the total respondents.

- The majority of the respondents (32.5%) strongly agree that decision making is positively influenced when brands demonstrate transparency and trust.

- The majority of the respondents (45%) agree that consumers feel more engaged show empathy in communication.

- detection technologies that are applied by brands to interpret consumer moods.

- The majority of the respondents (37.5%) are neutral that emotionally appealing advertisements encourage consumers to choose certain brands.

- There is a significant level of perception of emotional intelligence in e-commerce strategies as influencing their decision-making. The study indicates that consumers prefer emotional connections with brands over promotions, offers and discounts with loyalty. Consumers are positively influenced by transparency, trust and empathy in communication. Additionally, tailored emails, and offers also boosts the likelihood of purchase by the consumers.

- There is no significant difference in the mean satisfaction with AI personalization across different age groups as the AI tracking history, sentiment analysis and emotionally attractive advertisements, indicate a similar effect on the consumers regardless of age. However, younger and proficient in technology consumers were influenced by predictive analysis and emotion detection technologies. Therefore, AI functions have varying impacts depending on age.

- AI- driven tracking history, sentiment analysis and emotionally attractive advertisements does not show a significant difference in the perception between male and female. However, male respondents were highly influenced by predictive analysis and emotion detection technologies. Therefore, AI personalisation influences both the genders equally other than predictive analysis and emotion detection technologies.

SUGGESTIONS

- Blend Emotional Intelligence with AI – E-commerce platforms should integrate empathy, recognition, and personalized emotional engagement into customer experiences, rather than relying solely on discounts or automation.

- Strengthen Trust and Transparency – Companies must focus on secure payment systems, clear return policies, and ethical data usage to build stronger consumer loyalty.

- Design Inclusive AI Personalization – Since gender differences exist in the perception of AI tools, platforms should create adaptive, bias-free personalization strategies to suit diverse consumers.

- Youth-Centric but Inclusive Strategies – With young adults dominating e-commerce, strategies should prioritize youth engagement while ensuring accessibility for middle-aged and senior groups to widen consumer trust.

CONCLUSION

This study shows that adding emotional intelligence to AI-powered e-commerce strategies greatly improves consumer engagement, trust, and decision-making. The data confirms that empathy in communication, transparency in transactions, and engaging emotional content positively affect loyalty and buying behavior. Although age didn't significantly change satisfaction with AI personalization, differences between genders highlight the need for more inclusive designs in predictive analytics and emotion-detection tools. Overall, the project proves that combining the "heart" of emotional intelligence with the "algorithm" of artificial intelligence creates a powerful framework for modern commerce. This fusion not only benefits businesses through sustainable growth and competitive advantage but also ensures that consumer experiences remain human-centred, ethical, and socially impactful.

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