

Leveraging Artificial Intelligence in Mobile Apps for Marketing Fruits and Vegetables: The Mediating Role of Perceived Value

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Abstract: The study looks at how artificial intelligence can be applied in mobile application to promote marketing of fruits and vegetables with special attention to the mediating factor of the perceived value. The main aim of it is to identify the impact of AI capabilities on consumer perception and marketing outcomes in the advertisement of fruits and vegetables through the Internet. The survey was carried out as a questionnaire among the people who were residing in a convenience sample of Bangalore and data were gathered on a five-point Likert scale to establish user experience and attitudes. The findings indicate that the perceived value can positively contribute to artificial intelligence a factor that in turn results to marketing effectiveness. As the findings suggest, the level of customer satisfaction, as well as customer interaction, can be improved in the case the feeling of value is induced by the AI-based capabilities. This research falls within the current literature on the use of AI in marketing with a trend towards an integrated approach in search of market penetration. It usually centers on using new technologies to ensure the realization of consumer perceptions and victory in the promotion of the fruits and vegetables.

Keywords: Artificial Intelligence, Mobile Applications, Perceived Value, Fruits and Vegetables Marketing, Consumer Engagement

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