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VALIDASI KELAYAKAN PEMASARAN DIGITAL UNTUK MEREK SKINCARE PRA-PELUNCURAN: PENERAPAN KERANGKA INNOVATION SWEET SPOT

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A B S T R A C T

Innovation feasibility validation becomes crucial for pre-launch brands with limited resources facing digital market dynamics. This study validates digital marketing strategy feasibility for L'Essaine, a pre-launch skincare brand, using the Innovation Sweet Spot framework comprising Desirability, Feasibility, and Viability (DFV) dimensions. The research employs a qualitative approach with mixed methods including target audience surveys (n=42), technology implementation testing, and comprehensive financial analysis. Results demonstrate strong validation across three dimensions: desirability with 85% target audience alignment, confirmed feasibility through successful implementation with available resources, and demonstrated viability with 83-94% cost reduction enabling sustainable operations. Innovation Sweet Spot analysis confirms that AIGC-based digital marketing strategy occupies the optimal intersection of market demand, technical capability, and business sustainability. This research provides practical contribution through systematic validation framework for pre- launch brands and theoretical contribution in applying DFV framework within Indonesian digital marketing context. Findings support full strategy implementation with sustainable growth projection.

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1. INTRODUCTION

The DFV framework has the most blended approach of any digital marketing frameworks and it has seen the most rapid adoption of any digital marketing framework, likely due to the highly integrated AI and the rapidly evolving digital consumer behaviors (Huang & Rust, 2024). Integrating DFV frameworks with lean startups principles and agile marketing frameworks appears to be a trend. Using a rapid prototyping approach paired with DFV validation, Bland and Osterwalder (2024) created an iterative process that is able to reduce the risk of failure by as much as 60%. Felix and Rembulan (2023) determined that the greatest success in digital marketing was in the alignment of value propositions with consumer expectations through the desirability dimension, establishing a strong correlation (0.78) in this alignment and successful digital transformations.

The case of Indonesia indicates that digital engagement coupled with the perceived quality of brand experience has a positive impact on customer satisfaction and loyalty intentions. As for the feasibility dimension, Dwivedi et al. (2023) investigated the intersection of AI and metaverse marketing and concluded that the viable techno-organizational framework must consider the level of an organization's readiness and digital infrastructure. They introduced a Technology Readiness Index for digital marketing which includes components of the techno-structural infrastructure, the digital employee's human capital, and the organization's adaptability. Peres et al. (2023) illustrated the use of TikTok in local brand marketing, indicating that the use of digital marketing, especially social media, can be stretched to the limit in terms of available resources while still attaining a wide audience. Recently, the viability dimension has garnered more interest in light of the increasing demand for quick ROI. Godey et al. (2022) carried out a meta-analysis on the interplay between social media marketing and brand equity and found that there is a strong positive correlation (r=0.72) between the degree of engagement in social media activities and the financial indicators of performance. Li et al.

(2023) devised a social media marketing strategy framework that associates tactical functions with business results, and in which cost-effectiveness was underscored as vital for brand sustainability, especially in the pre-launch period. Lastly, Liadeli et al. (2023) conducted a meta-analysis of 147 individual studies regarding the correlation between social media and business outcomes, whereby he ascertained that digital marketing avenues, as compared to traditional ones, are less expensive in 65–80% of the cases. Major Theoretical Improvements

1.1 Research Gaps

It is worth noting that while literature on the DFV framework and digital marketing validation has grown extensively, three critical research gaps have been identified.

The methodological issue is the presence of a gap among previous studies which follow a partial perspective, addressing one or two DFV dimensions rather than an encompassing view that addresses all three together within a same validation framework (Bland & Osterwalder, 2024). Current research has a tendency to separate the exploration of market attractiveness from that of technical feasibility and financial viability, leading to theoretical silos that do not fit the results evidenced by successful innovation.

Second, there is an empirical void: existing studies seem to be few for pre-launch brands in highly resource-limited contexts (like the emerging market setting of Indonesia) (Felix & Rembulan, 2023b). The majority of work on the DFV framework focuses on established companies and large resource availability, and its application to startups and pre-launch brands where uncertainty is high has not been fully explored. More generally, in competitive

markets characterized by dynamic demand, KAM development continues to be a critical concern and yet has received very little attention in the literature, especially within the fashion and trend-fueled skincare sector.

Third, there is a theoretical void: the literature on how widely used is the DFV framework in such new technologies as AIGC for digital marketing has not been developed (Peres et al., 2023; Huang & Rust, 2024). Existing models are not yet at the stage of supporting all aspects of AI-powered marketing campaigns, such as being able to automate a personalisation or generate dynamic content. Further theoretical development is needed to refine the framework so as to more accurately reflect AIGC technology at feasibility/validation stage.

1.2 Novelty of Research

This study has three unique facets that set it apart from other studies.

To begin with, it presents an integrated DFV validation framework for the first time which measures all three layers of the Innovation Sweet Spot using pre-launch skincare brand specific metrics. By integrating market research, technology audits, and financial modeling into a comprehensive and systematic single assessment, it will be the first time this has been captured in other research.

Second, this study fills a literature gap on the adoption of AI marketing in emerging markets by using the framework on AIGC-based digital marketing strategy in the Indonesia context. It has documented how AI for a resource-constrained brand is a viable strategy for penetrating a market while providing an in-depth account of the implementation challenges and the success factors.

Lastly, this study contributes to the DFV framework by introducing an AI Marketing Readiness Assessment as a tool to extend standard feasibility assessments with AI components such as data, algorithms, and ethics. Since it is context specific, this advances the Innovation Sweet Spot theory by adding a layer of relevance to the theory and the digital-first business model.

2. METHOD

2.1 Research Approach

This study uses a descriptive mixed-method validation design to assess the practicality of a pre-launch digital marketing strategy based on the Innovation Sweet Spot framework of Desirability, Feasibility and Viability. Although exploratory, it applies qualitative strategic analysis and quantified validation metrics to ensure a robust evidence-based evaluation. The descriptive quantitative data usage, such as target audience preference scores (n=42) and financial projection models, acts as an instrument for diagnosing the intersection of the three dimensions. Through such methodological synthesis, strategic assumptions are not just interpreted but empirically signs validated – and rigor and veracity of the feasibility test prior to market entry further enhanced.

2.2 Data triangulation and quality

Data integration was achieved through the triangulation of three different validation streams: (1) survey-based preference data for Desirability; (2) logs from AI tools to measure Feasibility; and (3) financial modeling to project Viability. Within these cross-platforms data points synthesization, the study re-constructs a comprehensive vision of "Sweet Spot" intersection. Methodological constraints are mitigated by presenting these findings as strategic pointers of influence rather than determinants in their own right and also acknowledging the fact that this study was conducted prior to launch.

2.2 Desain Penelitian

The study is an explanatory sequential mixed-method design with a qualitative dominant approach (Fetters, 2024). The research is designed in the form of a case study with L ¯ Essaine as a single case to represent those pre-launch skincare brands faced with resource constraints. Selection of case study design The choice for a case study (Yin, 2014) is based on the need for an extensive investigation of a contemporary phenomenon (DFV validation) within its real-life context in which the boundaries between phenomenon and contex are not clearly evident (Stake, 1995).

The focal unit is the digital marketing strategy as an interdependent system of technology adoption and content generation, audience engagement, and business model. The analysis is performed at the organizational level, centering on L'Essaine as the focus organization, but it also uses individual-level perspectives of target customers and operational-level information gained in implementation. This process of a multi-tiered analysis is crucial to the overall DFV diagnosis (Eisenhardt & Graebner, 2024).

The study has a cross-sectional embedded longitudinal design. The primary data was collected for the period of three months (September–November 2024) to reflect a current-state assessment. Nevertheless, the evaluation also factors in a retrospective review of the pilot phase (June–August 2024) and a prospective forecast for sustainability assessment (12–24 months ahead). This mixed time design promotes triangulating of time points, which enhances the credibility of feasibility findings (Saldaña, 2023).

We will be conducting this research in the digital environment of Indonesia and look at Greater Jakarta as the core market for L'Essaine. That's going to consist of the competitive dynamics that are prevalent in the local skin-care market, regulatory environment related to advertising cosmetics, technology readiness for Artificial Intelligence and social-cultural environmental factors that are impacting Generation Zs' (Gen Zs') and Millennials' consumer buying behavior towards Skin Care Brands. This contextual detail is essential for consideration of feasibility in a situated not ideal world (Miles et al., 2024).

2.3 Theories and Models Used

The study adopts qualitative methodology framed within the pragmatism paradigm, emphasizing the resolution of specific issues by combining different techniques (Creswell & Creswell, 2023). Given that the research objectives focus on acquiring comprehensive insights on the application of the Innovation Sweet Spot framework in validating digital marketing strategies in the context of pre-launch brands, the qualitative methodology has been deemed most suitable (Denzin & Lincoln, 2022). With regard to the mixed methods design, the pragmatism paradigm justifies the integration of both quantitative and qualitative approaches, as it recognizes truth as being revealed through various viewpoints and concrete data (Morgan, 2023).

The constructivist epistemology which this research comes from believes that knowledge of innovation feasibility comes from the relationship of the researcher, the stakeholders, and the market (Charmaz & Thornberg, 2022). This is congruent with the Innovation Sweet Spot which is also participatory, meaning that it needs contributions from various stakeholders in order to evaluate the feasibility, viability, and desirability of the innovation. This research also adopts critical realism. This is the ontological position that believes there is an objective reality which in this case is the market, technology, and finances. However, as explained in the social world, our understanding of this objective reality is constructed and mediated by the social world and that is why it is real (Bhaskar & Danermark, 2024).

The justification of the research also supports the use of a qualitative method since it is both exploratory and explanatory. The aim of this research is not to just measure the different variables, but also to get all the different mechanisms that make a certain digital marketing strategy feasible or unfeasible (Yin, 2024). Ease of access and wider product availability are determining factors for consumers to switch from conventional markets to e-commerce (Felix & Tarigan, 2025). A qualitative method allows complexity to be added to the description of the implementation, the processes, the challenges, and the contextual factors of the different complexities that influence feasibility, and also the contextual factors of a particular environment which is something that is lost in a quantitative method.

2.4 Data Collection Procedure

Data analysis occurred in an iterative process at each stage and interactively through a mix of quantitative descriptive statistics and qualitative thematic analysis (Braun & Clarke, 2024). For the worthiness evaluation, survey responses were tabulated with IBM SPSS Statistics 28 to determine the frequency distributions, means and cross-tabulations that indicate audience segmentation for optimum saturation of sustainably interpreting wild spaces. The qualitative content of open-ended questions was coded and categorized in NVivo 14 to identify themes.

The analysis performed was a systematic process assessment. Run time implementation results were registered in exhaustive, detailed log files that recorded technical actions taken, resource consumption, hic-cups faced up and hiccups resolved. The focus of the study was to identify technical bottlenecks, assess resource adequacy and determine operational readiness. A technology audit was conducted according to a checklist-based assessment process based on the Technology Readiness Index (Dwivedi et al., 2023), scored and interpreted for the feasibility level.

The cost te cation included nancial modelling and calculation in spreadsheets of Payback Times, Break-Evens, and sustainability gures. Cost it was compared of the data with be-actual date implementation to traditional fielding benchmarks. An additional sensitivity analysis was performed regarding the feasibility of the scenarios. Key financial indicators are difficulty reduction, expected ROI and estimated CPA.

Cross-dimensional integration was assessed to identify the location of the Innovation Sweet Spot. This included displaying the output of the three dimensions along the conceptual model, when and where criteria were met or not, into a summary conclusion regarding holistic feasibility. The integration matrix was cofacilitated using a handcrafted DFV decision matrix to facilitate triangulation of evidence across all dimensions.

To establish trustworthiness and credibility of this study, triangulation of data collection methods and sources were used along with member checking with key informants to validate interpretation and the implementation of thick description to encourage transferability. The researcher also kept a journal of reflexivity in relation to positionality and potential bias. Dependability and external audit were maintained at all stages of the study by keeping an audit trail.

2.5 Analisis Data

We used descriptive statistics (quantitative findings) and thematic analysis (qualitative data) to analyse the integrated and iterative stages of data analysis (Braun & Clarke, 2024). To ascertain desirability, survey data were examined for frequency distributions, means and cross tabulations using IBM SPSS Statistics 28 to determine patterns within the target audience. Categories of qualitative responses to the open-ended questions were coded and interpreted with NVivo 14 software as recurring themes.

The test of feasibility included a systematic process evaluation. Refined test results were collected in detailed log files, which contained the technical process followed, resource consumption statistics and issues that arose as well resolutions concerning how they were reconciled. The scrutiny targeted the pin-pointing of technical logjams, assessment of resource availability and review of operational preparedness. A technology audit was done with reference to a checklist-based assessment framework based on the Technology Readiness Index (Dwivedi et al., 2023) that was scored and interpreted as per its feasibility.

The feasibility study was based on financial modeling and spread-sheeted calculations used to perform cost benefit analysis, break-even analysis and sustainability projections. These actual costs were then compared with industry benchmarks for traditional marketing expenses. In addition, a sensitivity analysis was carried out to confirm the robustness of the viability findings for different scenario assumptions. Key financial measures computed, include the cents of cost reduced, forecasted ROI, and expected CPA.

Cross-dimensional integration was analyzed to identify the location of the Innovation Sweet Spot. This entailed charting the results of the three dimensions in the conceptual framework, delineating where criteria were met/unmet and integrating an overarching conclusion of holistic feasibility. Integration was facilitated using a bespoke DFV decision matrix to offer a systematic mechanism for triangulating the evidence across all levels.

A variety of strategies were used to increase the credibility and validation of the research, such as triangulation of data sources and methods, member checking with key informants to verify interpretations, and presenting thick descriptions in order that findings could be more easily transferred. Last, the author kept a reflexivity log to discuss explicitly his positionality and biases. A full audit trail was maintained for the duration of the study to ensure dependability and that external scrutiny could be achieved.

3. RESULTS AND DISCUSSIONS

3.1 Customer Journey Analysis via the AIDA Framework

The Attention stage was a good success as it immediately attracted 8,062 users out of which overall, the profile visit conversion rate was around 6.5% with AI generated imagery & educational content leading to conversions. It implies that prelaunch cues such as visual attractiveness and early provision of information play important roles to attract audience attention in a competitive digital market.

For the Interest stage, a high engagement rate of 3.9% (much higher than industry benchmarks) suggests that potential customers are actively researching information. The average session time for the chatbot was 4.2 minutes and demonstrates how technologybased interactions can hold audience attention if information is interesting, relevant and personalized. And that's not all, 37% of the website visitors was driven by chatbot referrals showing its capacity as an information bridge.

The Desire stage is evidenced by behavioural cues, such as 45 post saves and 289 product page views that signify consideration of the brand's value proposition. The focus of chatbot topics on ingredients (28%) and skin suitability (22%) indicates that consumer need is grounded in a belief product safety and efficacy.

Finally, at the transformed Action stage, the attainment of 63 registrations and 159 new followers is a successful conversion at non-sales end points. The 12.9% conversion rate from website visitors to registered users suggests a high level of audience engagement in the lack of any commercial availability.

3.2 Cross-Touchpoint Navigation Patterns

The findings show that of the 3,377 people involved in the experiment, 88% had interacted with multiple touchpoints before converting - a conclusion which supports the non-linear and complicated process of today's customer purchase cycles. Three prominent methods of navigation were observed:

Path 1 (Instagram → Website → Registration) is the most common path observed in 42% of cases and it illustrates that this direct process those consumers who have more information urgency lead to short decisional windows, with an average of only 2.3 days.

Path 2 (Instagram → Chatbot → Website → Registration): Representing 31% of the conversions, this path is four times longer (4.7 days) than the average registering user might pass something like chatbot as a transitional element between website and registering person permits him to have personal conversation time before making the final decision for registration.

Path 3 (Discovery → Chatbot → Follow): It's clear that the third path (27%) – indicates someone stumbling across your brand organically on social media, quickly engaging with your chatbot and making a connection to your brand.

The chatbot's function as a digital 'bridge' is also supported by its 73% engagement level among multi-touchpoint users. This function is critical for "connecting" or "bridging" users from social media advertisements to the registration platform by significantly diminishing navigation friction between SC (Discovery on social media) and RM (Registration at ABO).

3.3 Discussion and Theoretical Integration

The validation of the three **Innovation Sweet Spot** dimensions provides significant theoretical insights into pre-launch brand readiness.

Desirability and Information Asymmetry The high desirability score for ingredient transparency suggests that for the Indonesian Gen Z segment, brand acceptance is

theoretically linked to the **reduction of information asymmetry**. In a pre-launch state, detailed digital content serves as a **quality signal**, reinforcing the importance of trust-based engagement.

Feasibility and Resource-Based View (RBV) From a **Resource-Based View (RBV)** perspective, the successful implementation of AI-driven marketing demonstrates how nascent brands can achieve **competitive parity** despite resource constraints. AI tools act as a leveling resource, allowing startups to match the content velocity of established incumbents.

Interpretation and Causal Framing It is crucial to note that these validation metrics represent **strategic potential** based on pre-launch signals. Due to the descriptive nature of the study, these findings should be interpreted as **probabilities of product-market fit** rather than absolute causal predictors of future commercial success.

3.4 Viability Dimension Validation Results

The viability assessment, conducted through a comprehensive financial analysis, demonstrates a robust business case for the AIGC-based digital marketing strategy. A cost-benefit comparison against traditional marketing approaches yielded compelling viability indicators, including an 83–94% cost reduction across various marketing functions, a sustainable revenue model projection, and a favorable Return on Investment (ROI) timeline.

A detailed cost analysis comparing the AIGC-based approach with traditional agency-based marketing for a six-month pre-launch campaign period reveals the following:

Content Creation Costs

The traditional approach, which involves professional copywriters ($150 per post for 60 posts) and graphic designers ($80 per design for 60 designs), totals approximately $13,800. In contrast, the AIGC-based approach—utilizing subscription tools ($120/month for 6 months), internal editor time, and minor graphic adjustments ($20/month for 6 months)—totals only $840. This represents a 94% cost reduction.

Social Media Management

Traditional agency management fees, typically $1,500 per month, total $9,000 over six months. The AIGC-based model utilizes management tools ($50/month) and internal team allocation, totaling $300. This results in a 97% reduction in direct costs (excluding opportunity costs associated with internal team allocation).

Campaign Development

Traditional strategy and creative development fees total approximately $5,500 ($3,000 for strategy and $2,500 for creative). The AIGC-based model relies on internal strategy development and AI-assisted creative tools ($200), resulting in a 96% cost reduction.

Customer Service and Engagement

Employing a community manager ($1,200/month) totals $7,200 over six months. An AIGC-based approach utilizing an AI chatbot ($80/month) with internal oversight (5 hours/week) totals $480, representing a 93% reduction in expenses.

Total Comparative Costs

The total six-month marketing expenditure for a traditional approach is estimated at $35,500, whereas the AIGC-based approach requires only $3,820 in direct costs—an overall reduction of 89%. Even when accounting for internal team costs (estimated at a market value of $18,000 for six months), the total cost for the AIGC approach is $21,820, maintaining a 39% reduction compared to traditional methods. This confirms viability even under conservative cost accounting practices.

Revenue Model and Sustainability

Sustainability was assessed based on industry benchmarks and target metrics. A conservative projection—assuming 1,000 engaged social media followers by month six, a 2–3% conversion rate (aligned with industry averages per Godey et al., 2022), and an average order value of $35—results in 20–30 monthly customers generating $700–$1,050 in revenue. With a product margin of 65%, the projected contribution margin from the digital marketing channel is $455–$683 per month. Break-even analysis indicates that with a digital marketing cost structure of approximately $640 per month (amortizing six-month costs), the break-even point is achievable with 29–35 monthly customers—a realistic target based on pilot engagement metrics and meta-analysis data (Li et al., 2023).

Scalability and Sensitivity Analysis

The scalability projection demonstrates viability for future growth. The incremental cost for expanding content production volume is minimal; doubling output requires only a marginal increase in tool subscriptions (+$50/month), while potential reach can grow substantially. This favorable unit economics supports long-term sustainability (Liadeli et al., 2023). Sensitivity analysis further confirms the strategy's robustness:

- Pessimistic Scenario (50% lower conversion): Achieves operational break-even by month 8.
- Base Case Scenario: Achieves break-even by month 6 and a positive ROI by month 9.
- Optimistic Scenario (Viral engagement): Achieves break-even by month 4 and a strong positive ROI by month 6.

Risk Mitigation

Identified viability threats, such as algorithm changes and increased competition, are addressed through diversification across multiple platforms, building an "owned" audience via email lists, and maintaining the flexibility to adapt tools based on continuous cost-effectiveness evaluations. Compared to benchmark data (Bland & Osterwalder, 2024), the achieved cost reduction (89% in direct costs) significantly exceeds typical digital transformation savings (average 45–60%), reinforcing the competitive advantage of AIGC for resource-constrained brands.

3.5 Innovation Sweet Spot Analysis

A thorough integration analysis through the three dimensions allows us to confirm that the AIGC-based digital marketing strategy proposed stands in the Innovation Sweet Spot, meaning avoided reinvention of a wheel for all dimensions: desirability was validated with 85% target meeting; feasibility we have evidenced by successfully running in pilot mode; viability is proven through an 89% cost reduction allowing sustainable operations.

The map inside the DFV framework exposes strong strategic positions:

Intersection of Desirability and Feasibility: There is strong market need for personalized, genuine skincare content that can now be effectively delivered using AIGC instruments built on validated technical competencies.

Feasibility – Viability Intersection: Demonstrated feasibility to implement in a cost-effective manner directly contributes to the long-term sustainability of the business.

Overlap between viability and desirability: The customer value proposition is close to a self-sustaining business model to profitably serve the needs of a target market.

These conclusions are supported by cross-validation against existing frameworks. Technology Acceptance Model (TAM) analysis shows high HAIs of AIGC tools by the implementation team, therefore ensuring that adoption is sustainable (Venkatesh et al., 2022). In addition, in terms of the CBBE framework, the digital marketing campaign succeeds in developing brand awareness, perceived quality-linkage and loyalty drivers among its targeted audience (Keller & Swaminathan, 2023).

Competitive positioning against alternatives yields a better fit with the "sweet spot":

Conventional Agency Strategy: High desirability and feasibility but low viability (a black hole i.e. pre-launch affordable).

Mostly organic social media: This is both HIGH visibility and moderately desirable, but the feasibility may be in question because of how time-intensive it can be and because well-executed social requires specialized skills.

AIGC-DRIVEN STRATEGY High along all three dimensions, thereby effectively owning the innovation sweet spot.

This positioning is grounded further in the qualitative synthesis of stakeholder perspectives. The brand creator said, "We are able to play at the same level as traditional brands in terms of the caliber of content we create and for a fraction of their purchasing power." As a marketing strategist put it, “We have proven that we can perform at both professionally and sustainably.” From the perspective of the target customer: "The brand is authentic and interesting; it’s what I’m looking for."

Risk-adjusted sweetspot explains the contraindication identified and a favorable context. Desirability risks (15% skepticism) are manageable by being transparent and using a hybrid AI–human combination. Feasibility issues such as learning curve or data collection can be overcome by staged introduction. Eligibility sensitivities to an algorithm modification or a rival are hedgeable by means of spreading the risk. None of them are big enough to move the strategy out of its sweet spot, but it is worth keeping an eye on.

This research makes a theoretical contribution to an understanding of the Innovation Sweet Spot conceptual framework in an AI marketing context. The findings suggest that AIGC facilitates better sweet-spot targeting for low resource organizations by adding to the feasibility (capability improvement) and viability (cost reduction) while refraining from compromising the desirability (quality retention). This is a significant push beyond traditional DFV uses (Brown & Katz, 2024; IDEO, 2022).

The practical contribution for other pre-launched type of brands is that a mix-method approach to DFV validation offers a robust decision framework in adopting digital marketing strategy. Results suggest that AIGC strategies are a potential means for low budget brands to compete in the market, subject strategic implementation based on the established factors of success observed in this study.

4. CONCLUSION

The study successfully provides a proof- of-concept for an AI GC -supported digital marketing strategy for L’ Essaine and valid ates the potential of the IS Spot via its ga metic application. Validation results show that three key dimensions are met by the strategy–desirability was validated through a target audience alignment of 85% which proves strong market-fit for truly engaging and relevant value propositions, feasibility was demonstrated by the successful execution of an 82/100 readiness piloting process and critical resource

availability to maintain flow throughout time; while viability was proven by cost-reductions reaching up to 89% compared with traditional methods which allows an enduring business model and realistic break-even estimations.

The main results highlight that AIGC platform successfully complements pre-launch brands enabling them to achieve professional audio video quality content through immensely lesser resources. This meets the glaring hole between brand-building and budget. The work suggests full deployment of the strategy, with high priority placed on AI transparency, ongoing quality evaluation and platform diversification as a mitigation for risk. For future research, this study recommends longitudinal investigations of post-implementation sustainability consequences, comparative analyses between diverse product types and the construction of sophisticated measures for evaluating AI marketing performance in emerging economy settings.

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