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## A STUDY ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING

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### ABSTRACT

The application of artificial intelligence in marketing is in order to continuously follow and predict the next purchasing decisions of the target consumers and improve the customer "journey". The digital transformation fostered by increasing leverage of artificial intelligence has been a critical influencing factor unleashing the next wave of enterprise business disruption. The core elements of AI is big data, machine learning and powerful solutions. Machine learning allows marketers to understand and draw logical conclusions from large data collections. The concept of big data means the marketers have the ability to aggregate and segment huge amount of data with minimal manual work. By using this data, they will be sure that they would deliver the right information to the right people at the right time, to different channel of choice. In the following years, marketers can expect greater AI impact, through more intelligent searches, smarter advertisements preventing fraud and data breaches, sentiment analysis, image and voice recognition, sales forecast, language recognition, predict customer service, etc.

**Keywords:** Big data, Machine learning, powerful solutions, Business disruption, Data breaches.

### INTRODUCTION

Artificial intelligence in marketing is a strategy for maximizing the use of technology and market data in order to improve the customer experience and customer satisfaction. AI is the creation of machines that are capable to think and react like humans. Marketing is a process of identifying customers and creating, communicating and exchanging goods and service for the satisfaction and retention of the customers. Marketing is the primary component of business. Artificial intelligence attempt to understand human intelligence. AI has been integrated into almost every field such a business, medicine, education, science, engineering. AI gained the importance in marketing because of the rise in computing power and availability of big data in the market and usage of advanced model of machine learning. Artificial intelligence can perform tasks more accurately. AI and machine learning in marketing has gained significant attention and has become a crucial area of research and innovation.

AI has become a hot topic for a while. It can make purchasing decisions and influence customer habits. AI in marketing is a way of using technology to improve customer experience.

AI has been treated as the next industrial revolution, people believe that artificial intelligence can provide a solution to most of the problems, and challenges exists in the world. AI can be seen in everyday life helping us to research products, make purchasing decisions and influence between customer buying habits. AI can be used on a larger scale to automate procedures that once depend on humans.

## REVIEW OF LITERATURE

**Russel and Norvig(2016)**, artificial intelligence describes machines that stimulate and cognitive and effective functions of human mind. Unlike human intelligence, AI is the intelligence demonstrated by the machine. A system intelligent agent machines that perceives the environmental successfully achieve its goal represent the artificial intelligence.

**smith et al.(2019)** highlighted the importance of using recommendation algorithms to deliver tailored product suggestions based on customer behavior and preferences. one of the key applications of AI and machine learning in marketing is personalized recommendations.

**Sterne, (2017)**, AI has emerged as a panacea for small-scale business in the period of globalization, as it is has allowed them to become worldwide and do business through internet. The implication of AI is required to assess client behaviors, purchase, likes, dislikes, and various other factors.

**Agarwal et ai. (2018); Gans et al. (2017)**, the business model currently used by online retailers generally requires customers to place orders, after which the online retailers ships the products. Online retailers may also predict what customers it want; of accuracy and speed.

**Bughin, McCarthy&chui, 2017** AI has been applied in majority of firms in today's world, there is still a lack of high-level implementation in many companies. Various marketers have shown an interest in using AI in the near future, with almost all of them prepared to do fully.

## OBJECTIVES

- To analyze the various aspects of artificial intelligence in marketing.
- To explore the future trends and potential directions of artificial intelligence in marketing

- The impact of artificial intelligence on marketing performance indicators such as customer engagement, sales, and customer satisfaction.
- To identify and analyze the various applications in artificial intelligence techniques in marketing, including customer segmentation, personalized advertising, and recommendation systems.
- To impact of recent advances in the field of artificial intelligence in the context in marketing.

## RESEARCH METHODOLOGY

A descriptive research was undertaken to meet the objectives of the study with the collection of primary data. The primary data was collected from respondents.

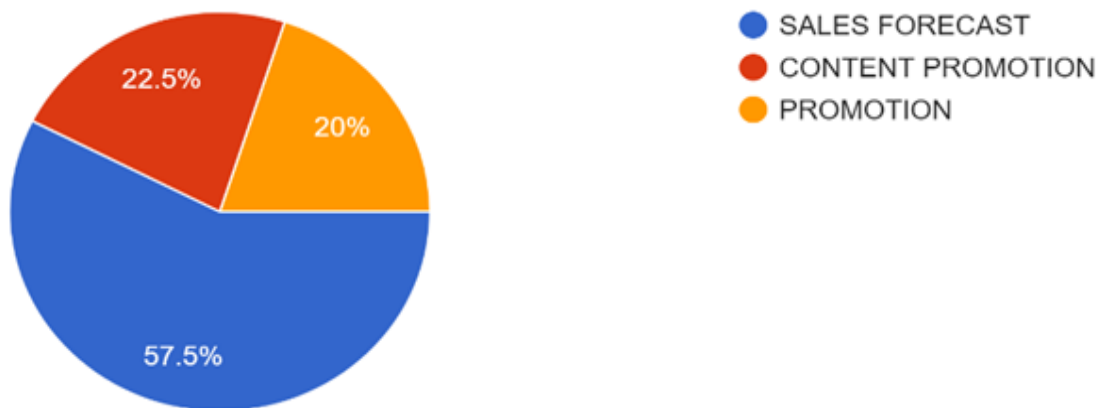
**Primary data:** The primary data was collected from respondents through questionnaire a sample of 140 respondents

**Secondary data:** The secondary data was collected from the journals & article.

# DATA ANALYSIS

## 1.DOES AI USED IN MARKETING

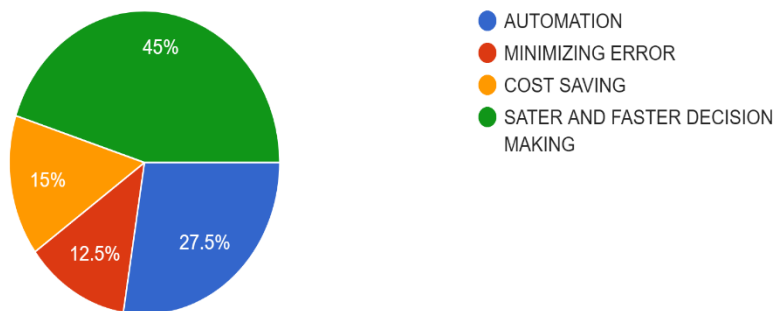
OPTIONS	PERCENTAGE
Sales forecast	57.5%
Content promotion	22.5%
promotion	20%



Out of 140 respondents 57.5% used AI in marketing for sales forecast,22.5% uses AI in marketing for content promotion,20% uses AI in marketing for promotion.

## 2. DOES AI IN MARKETING IMPORTANT

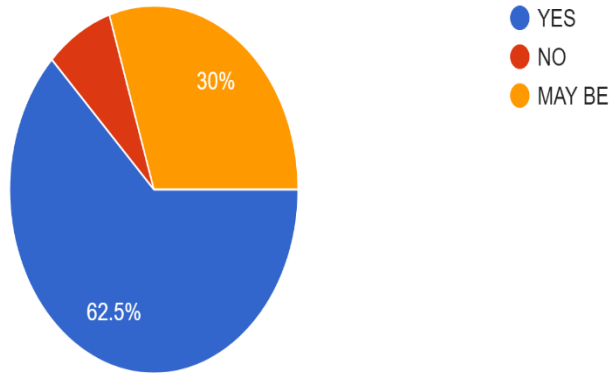
OPTIONS	PERCENTAGE
AUTOMATION	27.5%
MINIMIZING ERROR	12.5%
COST SAVING	15%
SMARTER AND FASTER DECISION MAKING	45%



Out of 140 respondents 27.5% says AI in marketing is important for automation, 12.5% says AI in marketing is important for minimizing error, 15% says AI in marketing is important for cost saving, 45% says AI in marketing is important for smarter and faster decision making.

## 3. DOES AI EFFECTIVENESS IN CONNECTING WITH CUSTOMERS

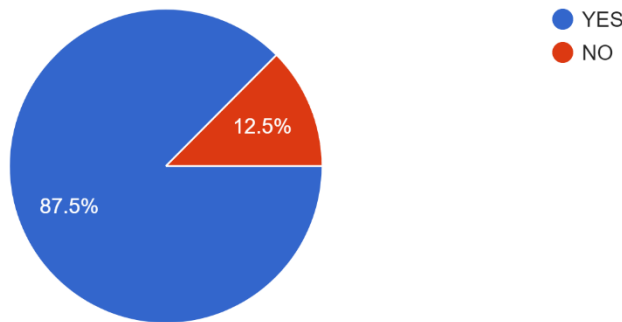
OPTIONS	PERCENTAGE
YES	62.5%
NO	7.5%
MAY BE	30%



Out of 140 respondents 62.5% are AI in effectiveness in connecting with customers,30% are maybe in connecting with customers,7.5% are no connecting with customers

**4. DO YOU KNOW ABOUT ARTIFICIAL INTELLIGENCE**

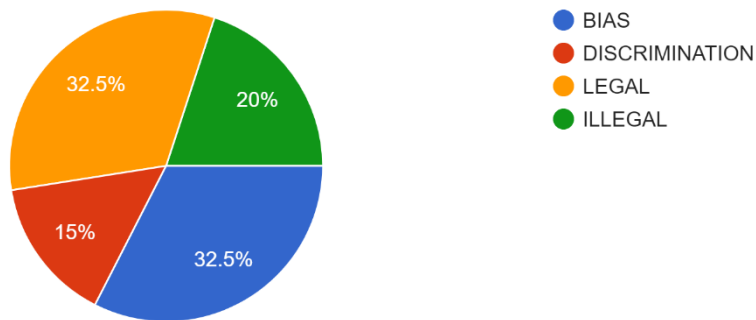
OPTIONS	PERCENTAGE
YES	87.5%
NO	12.5%



Out of 140 respondents 87.5% are aware of artificial intelligence,12.5%are not aware of artificial intelligence

**5 .What are the ethical concerns of AI**

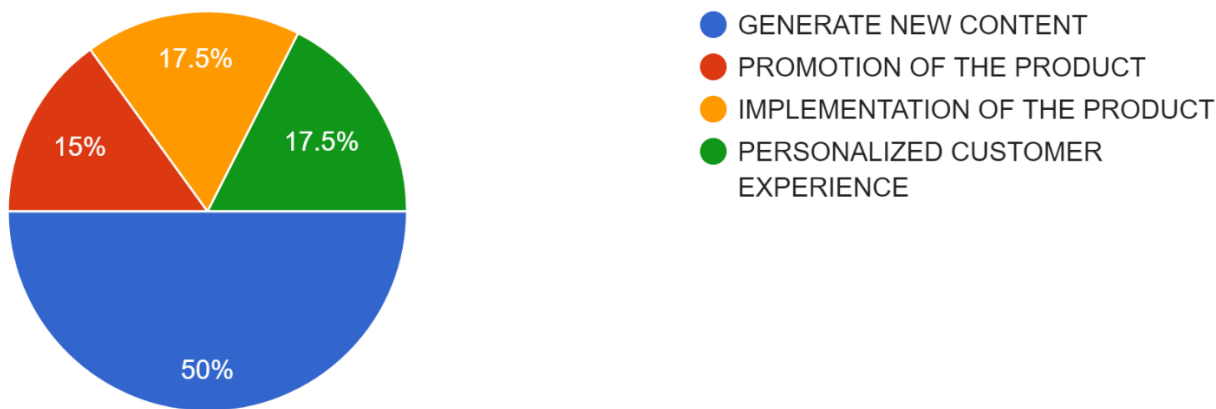
OPTION	PERCENTAGE
BIAS	32.5%
DISCRIMINATION	15%
LEGAL	32.5%
ILLEGAL	20%



Out of 140 respondents 32.5% are have ethical concerns of AI,15% are have discrimination in AI,32.5% are legal ethical concerns of AI,20%are illegal in concerns of AI.

### 6. What is AI in marketing

OPTIONS	PERCENTAGE
Generate new content	50%
Promotion of a product	15%
Implement of product	17.5%
Personalized customer experience	17.5%



Out of 140 respondents 50% are generate new content in AI in marketing,15 % are promotion of product in AI in marketing,17.5% are implementation of a product AI in marketing,17.5% are personalized customer experience AI in marketing.

## FINDINGS

- AI techniques enable marketers to attract valuable insights from vast amounts of data, leading to more targeted and effective marketing strategies.
- Predictive modelling helps optimize marketing campaigns, leading to increase sales and revenue.
- Successful implementation of AI in marketing requires collaboration between marketing and data science teams.
- Marketers need to invest in ongoing training and development to understand the latest AI techniques and their application in marketing.
- AI techniques are being utilized for various marketing purposes, including customer segmentation, personalized advertising, recommendation systems, predictive modeling, and sentiment analysis.
- These techniques enable marketers to extract valuable insights from vast amounts of data, leading to more targeted and effective marketing strategies.
- Customer segmentation: AI algorithms can analyze customer data to identify distinct segments based on behavior, preferences, and demographics.
- Personalized advertising: AI techniques enable the delivery of customized advertisements to individual customers based on their interests and past interactions.
- Recommendation systems: AI-powered recommendation systems can suggest relevant products or content to customers, enhancing their shopping experience.
- Predictive modeling: AI algorithms can forecast future customer behavior and outcomes, helping marketers make data-driven decisions.
- Sentiment analysis: AI techniques can analyze customer feedback and social media data to gauge sentiment and monitor brand reputation.
- AI have a positive impact on marketing performance indicators such as customer engagement, conversion rates, sales, and customer satisfaction.
- Personalized marketing strategies result in higher customer engagement and improved conversion rates.
- Predictive modeling helps optimize marketing campaigns, leading to increased sales and revenue.
- Sentiment analysis enables companies to respond to customer feedback promptly, enhancing overall customer satisfaction.
- Ethical considerations: The use of AI raises ethical concerns, including privacy issues, data protection, and the potential for algorithmic bias
- . • Data privacy concerns: The collection and utilization of customer data for AI-driven marketing strategies raise privacy concerns, requiring careful handling and compliance with regulations.
- Algorithmic bias: AI algorithms may inherit biases present in training data, leading to discriminatory outcomes or unfair targeting.
- . • AI techniques are being integrated with marketing automation platforms to streamline and enhance marketing processes.
- Automated data analysis and decision-making help marketers deliver personalized experiences at scale, saving time and resources.
- AI-powered chatbots and virtual assistants are being used to automate customer interactions, providing instant



support and improving customer service.

- AI algorithms enable marketers to gather more granular customer insights by analyzing large datasets.
- Advanced targeting capabilities allow marketers to deliver relevant messages to specific customer segments, resulting in higher engagement and conversion rates.
- AI-powered analytics tools provide real-time data visualization and reporting, empowering marketers to make informed decisions.
- AI technologies, such as natural language generation, can automate content creation for marketing purposes.
- Automated content generation and curation save time and resources while ensuring consistent and personalized messaging.
- Marketing technology vendors are increasingly incorporating AI capabilities into their platforms to meet the growing demand.
- AI-powered tools and solutions offer marketers advanced analytics, campaign optimization, and personalized customer experiences.
- . • Human oversight is necessary to interpret and validate the insights generated by AI systems, ensuring they align with business objectives.
- Successful implementation of AI in marketing requires collaboration between marketing and data science teams

## SUGGESTIONS

- Organization will have significant difficulty in adapting to the shifting environment of the marketing.
- The primary hurdles ethical considerations, and applications presented firms with a road map for implementing AI in marketing.
- The rise of innovation, business must plan for the future and train their personal on a continuous basis.
- Firms should pay attention to the aspects and problems of incorporating AI into marketing.

## CONCLUSION

The purpose of the article was to investigate the influence of AI on marketing from the look through of Indian marketing experts. Different measures were taken in order to achieve the research's goal and answer the research questions. A complete literature study was first emphasized, which gave a detailed grasp of AI and its use in marketing by including the perspectives of many scholars. Different replies were received from the respondents on the results relating to the benefits of incorporating AI in marketing. According to marketing professionals, the major benefits include increased efficiency, time savings in marketing functions, improved conversion rates, a better understanding of customer information, more feasible marketing decisions, improved service, and customer satisfaction. Enhanced data analysis and efficient marketing operations are among the other advantages. The speed, artificial intelligence is being implemented across industries will surely trigger the revolution that the businesses had been done so far. AI drives the opportunities of achieving things with a higher degree of accuracy and faster. AI allows marketers to bring data and targets to a completely new level. AI is going to fundamentally change how marketers are doing their works, making adds more personalized, predictive, and automated then it is never been. AI has improved the marketing function's effectiveness and that it is now employed in virtually all of the main marketing functions. According to the survey I takes in the

development of sales and marketing strategies that result in significant gains in corporate performance. AI has changed the marketing environment and is assisting in the modern marketing strategies. The research has made a good contribution to the existing literature by filling in the gaps in the literature by focusing on the influence of AI in marketing from the perspective of a marketing professional. To this understand the relevance of AI in marketing as well as the number of advantages that come with its incorporation.

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