



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Recent study to promote a product and brand management with the help of artificial intelligence in India – A Conceptual study

### Author details-

MS. K. REVATHY

ASSISSTANT PROFESSOR

DEPARTMENT OF COMMERCE

DR.M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE DEEMED TO BE UNIVERSITY.

### ABSTRACT

A brief overview of artificial intelligence that influence in a promotion of product and brand management. In this study we have a detailed information of a product and its brand management with the help of artificial intelligence that means a human intelligence in machine including learning, reasoning, and perception. It ensures maximum efficiency to serve better intervention to connect with customer in right time without marketing team members.

Benefits of artificial intelligence in promotion of product & brand management.

- Timelines
- Completeness
- Consistency
- Relevance
- Transparency
- Accuracy
- Representativeness
- Cost – friendly

Artificial intelligence can also help marketers to identify certain risk to their customer and target them with much information to re-engage with the existing brand. To generate more numbers of customers and to promote a product and make them brand addict artificial intelligence plays a vital role.

## INTRODUCTION

Increase in required need for the product in a market and to promote brand management by using artificial intelligence. Now a days market is a vast place for buyer and seller to meet to increase the product production and brand management.

## OBJECTIVES

- To identify and analyze the promotion of product through artificial intelligence
- To analyze the consumer perception towards product and brand management
- To examine the customer choice in promoting a product and brand management with artificial intelligence
- To execute the solution for using artificial intelligence in marketing without any hesitation.

## BENEFITS OF ARTIFICIAL INTELLIGENCE

- Artificial intelligence can decide what content to create and when to distribute it
- Refined content delivery on social media
- Increased personalization for customers
- Reduced marketing costs for the best ROI
- Smart advertising on social media

## STATEMENT OF RESEARCH PROBLEM

The greatest problem towards artificial intelligence that involved in marketing. There are many people candidates skilled enough to work in artificial intelligence that means working with machine mind so there must be some problem related to

- Insufficient IT infrastructure
- Lack of data or poor data quality
- Lack of trust in AI software
- Insufficient budget/ investment for implementation
- Lack of In-house talent
- Privacy and regulation

# MARKETING A PRODUCT AND BRAND MANAGEMENT

## AN OVERVIEW

- Marketing hereby defines a better functioning of management in an organization to minimize risk to increase the profit.
- Decision making is the next level for an effective and correct guideline to run an organization and to gain more information about the customer, dealers, and competitors in the management level.
- For a management to promote their product and brand name they need to have a clear objective about their management and the work concerned them only the work will be in an effective systematic manner.
- If he fails to have an objective, he cannot be able to get his work done in an effective manner. Thus, it results in mismanagement.

## PROMOTION OF A PRODUCT

- Now a days in a market we are having a greater number of companies and 'n' number of products are available for a customer to consume.
- In this situation if an existing product must attract newer consumer means then they need to promote their product by means of advertisement and other sources of approach that can increase the production and sales of a product.
- The consumer should be aware of the product and suggest that product to their neighbor, friends, and family members then the product will get promoted and better competition among the market will arise.
- The customer must know all the product information then only consumer will buy the product without any hesitation.

## MAIN AIMS OF PROMOTION

- To inform current and potential customers about the existence of products.
- To explain the potential benefits of using the product.
- To help differentiate a product from the competition.
- To persuade customers to buy the product
- To develop and sustain a brand
- To reassure customer that they have made right choice.

## BRAND MANAGEMENT – AN OVERVIEW

- It is a technique of creating and supporting the brand.
- Branding makes customer committed to our business.
- A powerful brand differentiates our products from the competitors because we are having a quality product in our business.
- Managing the brand name is not at all a simple work we need to work effectively towards the product price, design, quality, and quantity of a product and finally packaging that also includes to influence customer to buy the product. so all the above combination are important, and it is emotionally connected with the customer and a product.
- Branding means capturing the wavelength and taste of the customer and analyzing the customers point of view and then making a product worth for it to attract a greater number of consumers to have a sustainable brand name for our product.
- Branding gives an image of an experienced, huge, and reliable business to the management.
- Branding is all about represent the strong market for our product and about generating a trust with forthcoming customer and fulfilling their satisfaction towards consuming of our product without having problem.
- The main functioning of branding is to send brand message strongly to create customer loyalty and perseverance the buyer for the product and to encourage an emotional connectivity with the customer.
- Branding should meet up with customer expectation and fulfill their requirements without any compromise otherwise the consumer will choose another product which is worth for their money so we must know customer perception about the product because the first and foremost aim of a business is to make product differentiation.

## REVIEW OF LITERATURE

Review of literature is used to explain the definition and concepts that are accessible within the relevant literature than decide on one that seems to be best suitable for the research work. Therefore, the relevant literature which support to this research topic will be given here. The purpose of studying review of literature is to ensure that this research is appropriate and does not repeat previous research. Review of literature is given in two major heads which are presented below.

### ❖ Review related to promote a product

**JONES AT AL., (2006)**<sup>[1]</sup> focused on the products that are marketed at the origin of sale, the middlemen must consider that the theory of shopping can postulate both hedonic and utilitarian values and that the accurate management of them will bestow to the advancement of the locating of the brand (Jones et al., 2006). Thus, the hedonic values emulate the value that the consumer achieves through different senses, the falsity, and the emotional aspects of the shopping expedition, while the utilitarian values will come from the acquisition of the

products efficiently and are more coincide to non-emotional aspects of the purchase (Holbrook & Hirschman, 1982).

#### ❖ Review related to brand management.

**KOTLER AND KELLER (2012)**<sup>[2]</sup> investigated about most of the standards of a company's brand, it will be obligatory to use an apt strategy. For seo Nd jang (2013) a brand strategy. Signifies for the company to access the strategic decision to augment an indestructible brand value. In fact, we see the adjacent relationship between brand value and brand strategy, since the level achieved by the first will be the conclusion of how the company has sustained out the second. Therefore, the robustness that the brand value may have, will reveal the success of the strategy, while it is frailty will be a gesture that the company has coerce mistakes when productively utilizing its brand strategy. For a strategy to triumph and to establish brand value. End-users will have to be persuaded that there are sizeable distinguishes between the brands in the product or genre of products in questions. These distinguish sometimes indicates to the impute or benefits of the product, which other times they come from facets not related to the product (intangible) as Kotler Nd Keller (2012) emphasize.

**OLINS (2008)**<sup>[3]</sup> examined the great significance of proper brand management. when he prom preferences that the brand can be one of the most needed resources of the company if it is originated and encouraged effectively. At times, it can become the most persistent asset of the organization. For this author, the brand, understood as the set of investment, financial resources, human resources, research and development, marketing, information technologies and other corporate resources, needs a power, rules, as well as a placement of funds and of an accurate direction and management, since only in this way, the resource that supposes the brand, will be as effectual as any other resource of the company.

**FARQUHAR (1989)**<sup>[4]</sup> considers the benefaction of value that the brand can insinuate for a retailer as it must take care of the exposure of the management of its brand to obtain a value that may be significant when the consumer will select where he will make his purchase. Retailers must consider that the veracious management of these impalpable values can lead to disparity from competitors, influencing consumer and enlarging the level of customer satisfaction, which will often lead to greater customer loyalty (Davicik et al., 2015). Patronage the practices that manufacturers have been using for a long time, companies customized to retail trade are increasingly seeking strategies to manage their brands because having an indestructible brand is of extreme significant for their competitiveness (Swoboda et al., 2016).

**SWOBODA ET AL. (2016)**<sup>[5]</sup> in this research we can see, therefore, how the brand and its apt management by the retailer can be a key exposure if he wants to inhabitant a place in the mind of its quarry concertgoers, so that it is considered when end-users make their decisions about where to make their purchases. This is exceptionally important if we consider that under definite circumstances of unreliable, the consumer, as pointed out by Swoboda et al. (2016), tends to seek more information before making the purchasing decision to cut back on the risk, especially in cases of buying products that insinuate a significant or important expenditure of money, that is, for products of sporadic purchase.

## FINDING AND SUGGESTION

In this study research has been made to find the emotional attachment of consumer in promotion of a product and to have a promotion through artificial intelligence. To have an analyzed consumer's perception towards product and brand management and choice in promoting a product and brand management with artificial intelligence. Suggestion about this research is to maximize artificial intelligence and minimize human intelligence to promote a product in a market and to have brand management.

## CONCLUSION

The research has examined artificial intelligence in promotion of a product and brand management in India. Therefore, the study also focused on consumer perception in brand management and to increase the promotion of product with machine power with secondary data. All the information gathered during the research and after analyzing it properly, the conclusion which flags out is, artificial intelligence has a vital role in marketing concern when it is used in a proper way.

## REFERENCE

- JONES, M.A, REYNOLDS, K.E., & ARNOLD, M.J (2006). Hedonic and utilitarian shopping value: investigating differential effects on retail outcomes, *Journal of business research*, Vol (59), pp (974-981).
- KOTLER.P AND KELLER.K. L (2012) *Marketing management*, (15<sup>th</sup> edition). Essex Pearson education limited.
- OLINS.W (2008). *The brand handbook*, London: Thames & Hudson.
- FARQUHAR, P.H (1989). Managing brand equity, *Marketing research*, Vol 1(3): pp (24-33).
- SWOBODA.B, WEIDEL.J, HALSIG.F, (2016). Predictors and effects of retail brand equity – A cross-sectorial analysis, *Journal of retailing and Consumer services*, Vol (34); pp (265-276)
- GACANIN & WAGNER, (2019). Artificial intelligence paradigm for customer experience management in next – generation networks: Challenges and perspectives. *IEEE network*, Vol 33(2); pp (188-194).
- HUANG AND RUST, (2020). A strategic framework for artificial intelligence in marketing. *Journal of the academy of marketing science*, Vol 49, pp (1-21).
- KUMAR ET AL., (2019). Understanding the role of artificial intelligence in personalized engagement marketing – *California marketing review*, Vol 61(4), pp (135-155)
- PITT ET AL., (2020). New approaches to psychographic consumer segmentation: Exploring fine art collection using artificial intelligence, automated text analysis and correspondence analysis – *European journal of marketing*.
- RUSSELL AND NORVIG, (2016). *Artificial intelligence: A modern approach* – Pearson education limited, upper saddle river. NJ.