



# AI CHANGING THE EXISTING BUSINESSES, AND ITS PROPERTIES WHICH ENABLE IT TO CONTINUE ITS USAGE EXPANSION IN FUTURE

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## Abstract

Artificial intelligence (AI) and machine learning (ML) aren't the trendy expressions in business any longer. At the point when embraced the correct way, the two advancements benefit organizations in great many ways. From improving effectiveness and work process to offering client comfort and openness — everything appears to be easy. One of the rapidly expanding fields that is receiving more attention in the business world is artificial intelligence (AI). Man-made brainpower has proactively tracked down application over many fields like business and day to day existence. The use of computer based intelligence in business can make the business to depend on quicker, reasonable and more exact methods of showcasing. An entrepreneur can benefit from a greater audience response and establish a strong competitive edge over other online brands by incorporating AI marketing strategies. Aside from advertising, it likewise can revamp business with creative thoughts. It additionally conveys answer for complex errands and in this way helps in monstrous development of business. As a result, the growth of the business sector and the role that AI topology plays in various aspects of the business will be the subject of our discussion in this paper.

**Keywords:** Artificial Intelligence, Entrepreneur, Marketing, business, technical.

## Introduction

Artificial Intelligence is an increasingly popular term that lacks a unified, concrete definition. It is that movement gave to making machines smart, and knowledge is that quality that empowers a substance to work fittingly and with prescience in its current circumstance. In fact speaking, Man-made consciousness is a coordination in the middle between distributed computing, network gadgets, robots, PC, and advanced content creation and in different business cycles, frameworks, and day to day existence tasks. Man-made reasoning processing was in past, today and will be in future. Embracing the increment and advancement of Computerized reasoning is essential to future promoting endeavors. Consistently, organizations are utilizing man-made reasoning programming to upgrade their own cycles, diminish above, decline completion time, and work on yield. Innovation is developing at a remarkable rate, and groups previously taking the action to showcasing computer based intelligence programming are at an unmistakable benefit to bounce on the following development.

## Role of Artificial Intelligence in Business

Artificial Intelligence (AI) is rapidly becoming more central to the day-to-day digital world, and the marketing and advertising world is no exception. From sarcastic and brilliant Siri to Tessa's self-driving cars to Google AI that can learn video games in mere hours, Artificial Intelligence is revolutionizing industries one by one. The applications of Artificial Intelligence range from detecting trends in data to mitigate market risks, enhancing customer service through virtual personal assistants, or even analysing millions of documents across a company's servers to find compliance failures. But it is only recently that companies have been able to anticipate and envision the possibilities that Artificial Intelligence and robotics can bring to the future of the business world. Artificial Intelligence leverages self-learning systems by using tools like data mining, pattern recognition and natural language processing. So, in terms of its key business advantages over human intelligence, Artificial Intelligence is highly scalable, resulting in phenomenal cost savings. Besides, Artificial Intelligence's consistency and rule-based programs allow enterprises to minimize their errors. Its longevity, coupled with continuous improvements and its ability to document processes, translates into rewarding business opportunities. The applications of Artificial intelligence use technologies which includes natural language processing, speech recognition, machine learning, robotics, and computer vision. These technologies provide a number of opportunities for business. Machine learning is a method to get artificial intelligence and deep learning is considered one of the branched of machine learning and a method for understanding machine learning. The major emphasis of deep learning is on algorithms driven by the configuration and function performed by the human brain. Like every other domain, marketing has also been significantly influenced by the introduction of new technologies and this effect will majorly grow in the upcoming years. It is evident that AI has boosted the performance of marketing in different ways. In near future, it is expected that AI will boost the impact, for e.g. Robots will be used as a substitute of sales people, websites will be updated and reformatted automatically by eye-tracking data. Undoubtedly, the research on marketing will be shifted and become insignificant as the new

trends in marketing will emerge due to the AI. The field of marketing is and will be changing rapidly with the changes and advancement in AI. The pace of this change will also transform the overall landscape of marketing in academics, research, and business context. This will be a major challenge for the organizations to transform according to the changing landscape of marketing. The companies will have to train their employees constantly with the emergence of new technology. Working with AI is not perceived as science fiction but instead, it is viewed as a reality which will become a necessity for survival. The employees of marketing have to understand and learn to enhance and match their skills for AI and robots to be ready for the near future.

## Problem Statement

The Artificial intelligence (AI) has its application in different processes in business within various functional areas and business functions. One of them is marketing, which is considered as the core of the business. The Artificial intelligence (AI) is changing the landscape of marketing and will completely transform in near future. Although marketing is the major business applications within AI today and early adopters are attempting to create value from it (Bughin et al. (2017), the literature on this aspect are scarce where both of the disciplines are combined (Wierenga, 2010). Wierenga (2010) also pointed out there are not a sufficient publication for AI in marketing and marketing in AI literature. According to MartínezLópez & Casillas(2013), it has been reported that Scopus had less than 50 articles related to marketing and AI in business related journals. After that, the research related to the topic in Scopus has increased but it is still under 100. Martínez-López&Casillas (2013) stated that there is a need of more studies that show the impact of AI on marketing considering that there is a scarcity of the research in the literature and the potential of the combination in making marketing decisions.

## Research Objectives

- To figure out the effect of AI on business.
- To suggest arrangements or procedures for the compelling utilization of computer based intelligence advances in business.

## Literature Review

As expressed by Demis Hassabis, who is the pioneer behind Profound brain - the computer based intelligence Organization of Google, "Man-made consciousness is the workmanship to make machines clever (Ahmed, 2015)." It is the most generally acknowledged definition and furthermore a well-fitting since simulated intelligence is a more extensive term utilized for some of various markers. Real-world applications of AI include voice recognition, virtual assistants, image recognition, and search suggestions. Machine learning and deep learning are two subcategories of AI. The term, artificial intelligence, alludes to the PC helped insightful course that endeavors to shape computerized frameworks which can be named as clever. The computerized framework inputs information to lead errands of keen creatures in a way that expands the achievement rate. As indicated by

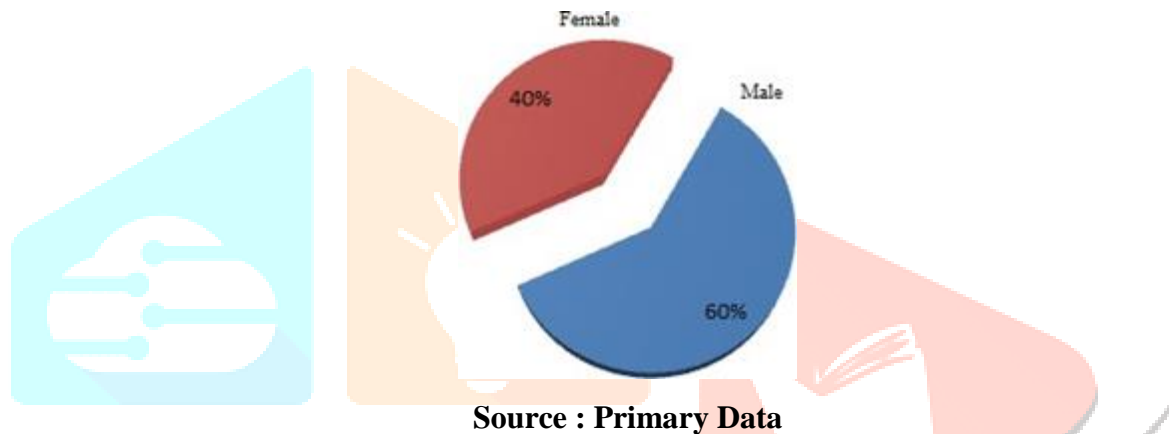
Guruduth Banavar, manager of simulated intelligence research by IBM, there are a more extensive assortment of different sorts of Man-made consciousness, subsequently, it tends to be considered as an assortment of innovations (Dead, 2016). These advancements have different capabilities and arrived in various costs, however the point of every one of them is practically a similar which is to impersonate human knowledge in innovations to make the capabilities savvy. The movements made in artificial intelligence and its executions in different areas have brought about the progression of computer based intelligence advancements that is obvious to be important and helpful for advertising experts. Since more accentuation is on advanced showcasing when contrasted with the customary strategies for advertising, the adequate information is therefore utilization of simulated intelligence innovations. According to Sterne (2017), AI technologies can assist marketing managers in a variety of tasks, such as lead generation, market research, social media management, and customizing customer experiences. Simulated intelligence advancements in the field of promoting can be extensively characterized to modified simulated intelligence frameworks for the tweaked utilization and to merchant gave and programming as-a-administration (SaaS) arrangements which incorporates computer based intelligence viewpoints. Companies' in-house AI departments, external service providers, or a combination of the two can produce real, individualized AI technologies. The different merchant gave arrangements of artificial intelligence additionally need customization for individual utilization cases (Sterne, 2017). A greater part of programming houses and suppliers has given a ton in man-made intelligence and innovation association, for example, IBM is giving their own showcasing mechanized arrangement with IBM Watson Mission Mechanization. IBM Watson Mission Mechanization has simulated intelligence naturally which is inherent the arrangement. Salesforce, which is considered as the main supplier of Client Relationship The board (CRM) programming has likewise started to furnish artificial intelligence administration alongside the Salesforce Einstein, which is additionally executed in the arrangement (Sterne, 2017). Paul Roetzer, who is the President of Promoting Computerized reasoning Organization, concocted the construction for computer based intelligence in showcasing which is usually known as 5Ps of Advertising artificial intelligence. The design was shaped for rearranging and imagining the ground and it is in accordance with the examination completed with various man-made intelligence organizations and specialists on how promoting can take benefit from artificial intelligence (Roetzer, 2017). In the present world, computer based intelligence is utilized to help showcasing chiefs in different undertakings and tasks including computerized advertising (purchasing), web improvement, Web optimization, outer email showcasing, lead age, virtual entertainment observing and A/B testing (Davenport, 2017).

## Methodology

In order to conduct this research, the researcher adopted a qualitative research method. Qualitative method is primarily exploratory research which is adapted to gain an understanding of the reasons, perspectives, and opinions to solve the research problem. Since the objective of the research is to include the perspective of the marketing professionals to know about the impact of AI in marketing, qualitative research is the best choice. For data collection, the research is including primary as well as secondary sources. The researcher collected primary

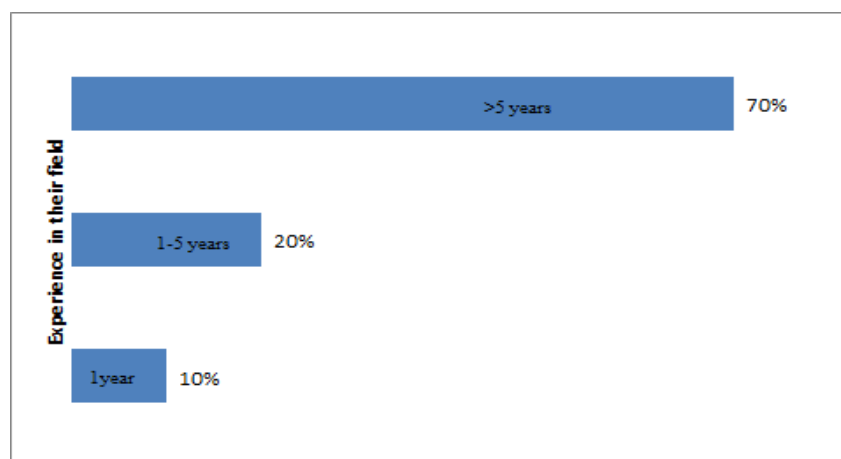
data as a first time getting data to solve the research problem and this information was gathered from the interview method. In addition, different articles, journals, books, websites and blogs are included as a secondary data source. A sample size of 20 participants was selected and the interviews were conducted from 20 entrepreneur of Delhi-NCR. The basic criteria to include respondent for the study was that they must belong to the company where AI is implemented in the marketing function. The interview method was used where the series of open-ended questions prepared for the respondents. However, the researcher was prepared to add additional questions in the interview depending on the context in order to follow the inductive research method, where there is no limitation of the existing theories. The research is cross-sectional in nature, therefore; a duration of one month is allocated to collect the data from the respondents.

**Fig 1 : Categorization of Participants based on their Gender**



From the above figure, out of total sample, 60% were male entrepreneur and 40% were female entrepreneur. From this analysis, it is concluded that female's also showing interest towards an entrepreneur. These participants are entrepreneur in Salem. Among those, about 70% of people are accomplishing in their respective business for more than 5 years and only 10% at start up stage and is revealed in fig 2.

**Fig 2. Categorization of Participants based on their business experience**



Source: Primary Data

**Table 1. Categorization based on the Knowledge about AI**

| <b>Introduction to AI</b> | <b>No. of. respondents</b> | <b>Percentage</b> |
|---------------------------|----------------------------|-------------------|
| Yes                       | 20                         | 50%               |
| No                        | 20                         | 50%               |
| Total                     | 40                         | 100%              |

**Source :** Primary Data

From the survey analysis and from the table, it is concluded that only 5% percentage of the participant experienced the usage of AI in their business. Hence, the further analysis of role of AI in business were conducted on 20 respondents.

### **Data Analysis**

In this section, the analysis from the collected data from the respondents of the research is presented. The interviews included ten entrepreneur from twenty different organizations of Delhi NCR.

Ho: There exists no significant difference between pre and post AI marketing strategy in business.

### **Interview Analysis**

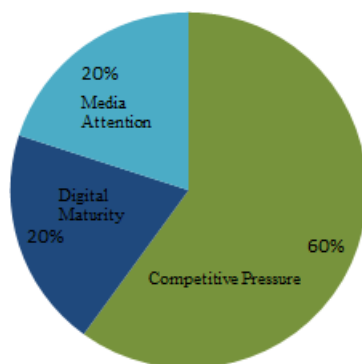
This section provides a detailed analysis of the interview. The major questions of the interview are stated below that are analyzed in detail in this section:

- What are the influential factors in integrating AI in business?
- What are the major benefits of integrating AI in marketing?
- What are the major challenges of integrating AI in business?
- What are the ethical aspects of integrating AI in business?
- What are the uses of AI in the marketing functions of your company?
- What are the pre and post AI marketing strategy for your company?
- What is the impact on expenditure of the company pre and post-AI?



## Influencing factors in integrating AI in business

**Fig 3 : Influencing factors in integrating AI in business**

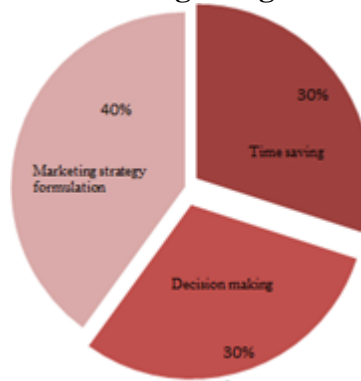


(Source :Primary Data)

According to the respondents (fig 3), the major influencing factor in integrating AI in marketing is a competitive pressure (60%). Many companies feel the pressure from the competing firms to integrate AI in marketing. Management of the company has begun to push to integrate AI in marketing and the media attention, competitive pressure and digital maturity are the reasons of their inclination towards the integration. The pressure from the competitors is the major factor as the company realized in order to differentiate themselves from other competing firms; they have to integrate AI in their business functions. The company knew that customers seek the firms with the best offerings and performance and thus, they felt the urge to integrate AI related software.

### Benefits of integrating AI in Marketing

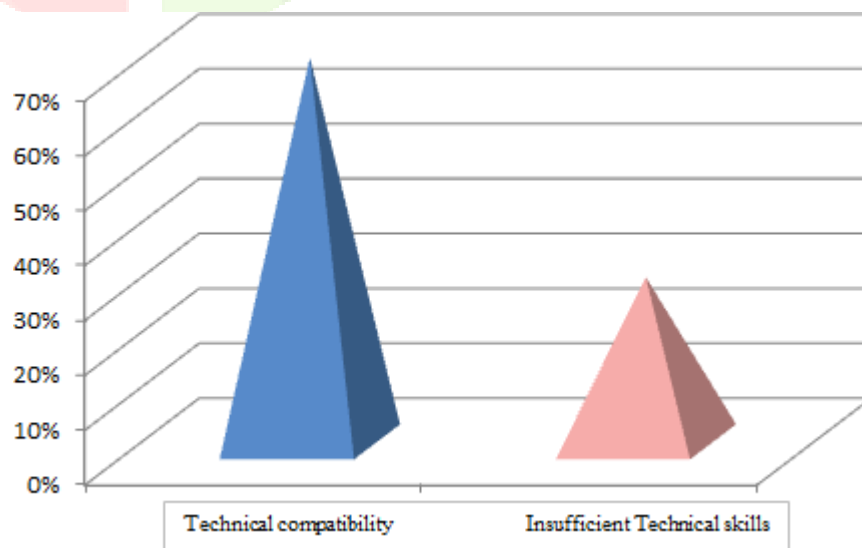
When asked about the benefits of integrating AI in marketing, different responses were gathered from the respondents. While integrating AI in marketing functions, about 30% of the companies believed that AI would be helpful in increasing efficiency and save time in the marketing functions and it is now evident that AI helped the company in improved marketing processes. It helped in improving conversion rates, a better understanding of customer information and marketing decision more feasible. Most importantly, it helped in increasing the ROI. The insights provided by the AI-based software can be used indifferent functions including pricing and new product development. The major advantage of adopting AI-based software in marketing is that through AI, the company is able to provide the enhanced service and give more value to customers which lead to the maximum level of satisfaction from the customers. Hence, 40% of companies adopted AI for marketing strategy formulation. Other benefits include improved data analysis and effective handling of marketing processes, hence, 30% of companies focused on AI for decision making.

**Fig 4 : Benefits of integrating AI in Marketing**

(Source: Primary Data)

**A major challenge of AI integration in business**

According to 70% of the respondents (fig 5), technical compatibility is considered as the major challenge in AI integration according to the respondents. When the company worked on making it easy to incorporate their system with the major CRM system in order to handle the compatibility issue. It is still the major challenge for company and the company has been working on it continuously to make the process better. 30% of respondents stated that the lack of technical skills in a team also posits the greatest challenge for overall functions after the AI integration. Adoption of new technology in a company is indeed a process of change and it is highly important to understand the challenges beforehand and handle those challenges effectively. The companies should not be reluctant in embracing new technology in order to get a competitive advantage. Respondents also argued that it is important to have data in place as it is the most important part of AI thus, according to them, data is also the biggest challenge.

**Fig 5 : Challenge in integrating AI in business**

(Source: Primary Data)



## Ethical Aspect of AI in business

According to the respondents, data is the major ethical aspect to take into account concerning the customers. According to respondent, the decision regarding the choice of AI has become too complicated to understand, even for the development team. The may become the biggest challenge if a company does not consider the unethical choices made.

## Usage of AI in marketing functions

According to the respondents, AI has made the marketing function more effective and it is used in almost all the important marketing functions. They stated that AI helps in developing the sales and marketing strategies that drive substantial improvements in business performance. AI has been used in all activities which include pricing, promotion, distribution, and product planning and development. AI is dominantly used in the Digital platform, advertisement function, and customer relationship management. AI is majorly used in Digital marketing which includes email marketing, digital advertising, web design, Chatbots, and Predictive Analysis.

## Pre and post AI marketing strategy

Indeed, the execution of AI in marketing change the dynamics of overall business. Similarly, it also changes the strategies designed by the company. Before adopting AI in marketing, the strategies were focused to increase marketing resources and extend product assortments. After the adaptation of AI, the business intelligence attracted the marketing managers and they got a deeper understanding related to the marketing, sales and operation trends. From the data, they developed the predictive models to notice the future strategies. It helped in improving responsiveness and efficiency. Moreover, the company is also making future investment decisions of AI. After the implementation of AI, the company started focusing on social media reach, personalization, collecting better data, SEO, payment processes and improvement in sales and all the strategies are focused towards the matter the adaptation of AI.

**Table 2. Hypothesis testing**

| Method  | N  | Mean | SD   | SE   | 't'  | Level of Significant      |
|---------|----|------|------|------|------|---------------------------|
| Pre AI  | 20 | 16.6 | 3.82 | 1.39 | 4.03 | Significant at 0.01 level |
| Post AI | 20 | 22.2 | 1.67 |      |      |                           |

The calculated 't' value 4.03 is significant at 0.01 level since it is more than Table Value of 2.878 for df-18. Hence the hypothesis is rejected.

This indicates that there exists significant difference between the two methods adopted for business. From the table, it is concluded that the application of AI in business will enrich both marketing strategy as well as profit of the business.

### **Impact on marketing volume and expenditure of the company pre and post-AI**

The adaptation of AI in business has indeed increased the marketing expenditure of the company while acquiring but it has significantly reduced the marketing cost. After AI, it was easier to get the data to make different marketing decisions. It not only helped in reducing marketing cost but also helped in achieving the marketing objectives. After the adaptation of AI, it helped in saving different cost and thus, improved the efficiencies and reaching the marketing objectives. It has made tasks easier and helped in saving significant marketing cost. In addition, it helped in providing a clear direction for the future of marketing and overall sales of the company.

### **Conclusion**

The point of the paper was to figure out the effect of computer based intelligence on business by including the viewpoint of business visionary of Salem. To arrive at the goal of the exploration and to address the examination questions, various advances were followed. From the beginning, a thorough writing survey was featured which an itemized comprehension of artificial intelligence and the utilization of man-made intelligence in business by including the point of view of various specialists. Furthermore, the specialist utilized the subjective examination technique which included semi organized interviews with ten unique business visionary having a place from ten distinct firms of Delhi-NCR. The significant discoveries of the examination showed that the major impacting factors in coordinating computer based intelligence in business region, serious tension, media consideration, advanced development, and clients. On the discoveries connected with the advantages of coordinating artificial intelligence in advertising, various reactions were assembled from the respondents. According to marketing professionals, the main benefits are increased efficiency, reduced time spent in marketing functions, higher conversion rates, a deeper comprehension of customer data, easier decision-making, increased return on investment (ROI), insights, improved service, and increased customer satisfaction. The specialized similarity is considered as the significant test in man-made intelligence combination as per the respondents. Additionally, respondents argued that because data is the most crucial component of AI, it must be present. As a result, they asserted, data presents the greatest obstacle. As per the respondents, information is the major moral angle to consider concerning the clients. On the inquiry connected with the use of simulated intelligence in the organization, respondents expressed that computer based intelligence has made the business more powerful. They expressed that artificial intelligence helps in fostering the deals and advertising procedures that drive significant enhancements in business execution. The above discoveries feature the significance of man-made intelligence in the organizations. Moreover, significant difficulties, moral perspectives, and utilizations gave a rule to the organizations to take on simulated intelligence in business. Companies are advised to follow the issues and considerations when implementing AI in business.

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