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Impact Of Ai- Based Marketing On The Performance Of Financial Companies: A Special Reference To Limited Liability Partnerships

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Abstract:

AI can analyse vast amounts of data, identify patterns, and make informed decisions in real time. AI is driving significant advancements in Financial Company with special reference to Limited Liability Partnerships. By optimising performance, enhancing safety, and improving user satisfaction, AI is paving the way for a future where Financial Company with special reference to Limited Liability Partnerships are not only sustainable but also efficient and intelligent modes. Artificial Intelligence (AI) is revolutionising the financial industry, particularly in optimising Financial Company with special reference to Limited Liability Partnerships performance. With its transformative capabilities, AI is enhancing efficiency, safety, and user experience across various aspects of Financial Company with special reference to Limited Liability Partnerships. From predictive maintenance to autonomous features, management systems, smart infrastructure, and personalised user interfaces, AI is driving innovation and optimisation in the Financial Company with special reference to Limited Liability Partnerships landscape. As far as AI based marketing is concerned, following of them are taken into consideration viz, FullStory, Zapier, Chatfuel, Albert.ai, Influencity etc. whereas in case of Financial Company Business, they were taken under the consideration as per their annual turnover.

Keywords

Artificial Intelligence based Marketing, Financial Company, Limited Liability Partnership

Index Terms - Component, formatting, style, styling, insert.

I. INTRODUCTION

Artificial Intelligence (AI) is revolutionising the financial industry, particularly in optimising Financial Company with special reference to Limited Liability Partnerships performance. With its transformative capabilities, AI is enhancing efficiency, safety, and user experience across various aspects of Financial Company with special reference to Limited Liability Partnerships technology. From predictive maintenance to autonomous features, management systems, smart infrastructure, and personalised user interfaces, AI is driving innovation and optimisation in the Financial Company with special reference to Limited Liability Partnerships landscape. AI can analyse vast amounts of data, identify patterns, and make informed decisions in real time. AI is driving significant advancements in Financial Company with special reference to Limited

Liability Partnerships technology. By optimising performance, enhancing safety, and improving user satisfaction, AI is paving the way for a future where electric vehicles are not only sustainable but also efficient and intelligent modes of transportation.

AI-driven personalisation features enhance the overall user experience in Financial Company with special reference to Limited Liability Partnerships. Natural language processing (NLP) algorithms enable seamless communication between management and their clients, offering intuitive interfaces that improve accessibility and convenience. AI's role in optimising Financial Company with special reference to Limited Liability Partnerships performance is multifaceted and pivotal in shaping the future of transportation. From predictive maintenance to autonomous features, management systems, smart infrastructure, and personalised user interfaces, AI is driving innovation and optimisation in the Financial Company with special reference to Limited Liability Partnerships landscape.

With continued advancements in AI technology, the future of Financial Company with special reference to Limited Liability Partnerships looks promising, with enhanced performance, safety, and sustainability. AI-based energy management systems optimise resource usage, maximising range without compromising performance. Smart infrastructure, guided by AI algorithms, optimises schedules based on factors like demand and grid capacity, ensuring cost-effectiveness and reliability. With continuous advancements in AI technology, the future of Financial Company with special reference to Limited Liability Partnerships promises enhanced performance, safety, and sustainability, paving the way for a more efficient and intelligent system.

II Review of literature:

Divya, Dr. (2024). ARTIFICIAL INTELLIGENCE IN FINANCE: This research paper explores the pervasive influence of Artificial Intelligence (AI) in the realm of finance, investigating its multifaceted impact on the industry. The study encompasses a comprehensive analysis of AI applications, focusing on its transformative effect on operational processes, decision-making paradigms, and the overall trajectory of the financial sector. The primary objective is to dissect the varied applications of AI within finance, ranging from risk management and fraud detection to algorithmic trading and customer service. By delving into specific use cases and implementations, the research aims to provide a clear understanding of how AI technologies are reshaping traditional practices and augmenting the capabilities of financial institutions. Furthermore, the paper scrutinizes the intricate role of AI in decision-making within the financial sector. This involves a detailed examination of its impact on risk assessment, investment strategies, and credit scoring. The study aims to delineate the AI's influence on decision processes, elucidating its advantages in integrating advanced technologies into established financial frameworks. In addition, the research looks towards the future, assessing AI's prospective development in the financial industry. Anticipating technological trends, regulatory influences, and potential challenges, the study offers insights into how AI is likely to evolve and shape the future landscape of finance. Overall, this research paper contributes a comprehensive and insightful analysis of the impact of AI in finance, offering valuable insights for industry professionals, policymakers, and stakeholders navigating the dynamic intersection of artificial intelligence and financial services.

Shubham, Shubham & Dharniwal, Anjali. (2024). Artificial Intelligence in Financial Services: Artificial Intelligence (AI) is revolutionizing the landscape of financial services, offering transformative opportunities for efficiency, innovation, and customer experience enhancement. This research paper provides a comprehensive examination of the role of AI in financial services, exploring its applications, challenges, and future trends. Beginning with an overview of AI fundamentals and its historical evolution in finance, the paper delves into key concepts such as machine learning, natural language processing, and neural networks. It investigates the drivers behind the widespread adoption of AI in financial institutions, including its potential to enhance decision-making, automate processes, and mitigate risks. Case studies and industry examples illustrate successful AI implementations across various domains within the financial industry, from algorithmic trading and fraud detection to customer service and regulatory compliance. The paper discusses ethical and regulatory considerations surrounding AI adoption, emphasizing the importance of transparency, fairness, and accountability in AI-driven decision-making processes. Furthermore, it explores emerging technologies such as deep learning and explainable AI, offering insights into their potential applications and implications for the future of financial services. Recommendations and best practices are provided for financial institutions seeking to navigate the complexities of AI adoption, address ethical and regulatory challenges, and leverage AI-driven solutions to drive innovation and create value. The paper concludes with a call to action for further research and collaboration in advancing the responsible and impactful use of AI in financial services, shaping the future of finance in the digital age.

III Objectives of the Study:

1. To understand the AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships.
2. To study the Performance of Financial Company with special reference to Limited Liability Partnerships.
3. To study the impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships.

IV Hypotheses of the Study:

H₀: There is no significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships.

H₁: There is significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships.

V Scope of the Study:

This research study provides the direction about, how Financial Company can leverage AI based marketing to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully at par with any large business. The study also throws light on the influence of AI based marketing on consumer's buying decisions and behaviour.

VI Research Methodology of the Study:

The study is based on critical evaluation and analysis of basically Primary Data. The primary sources include Financial Company personnel with special reference to Limited Liability Partnerships. A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, averages, testing of hypothesis etc

As far as AI based marketing is concerned, following of them are taken into consideration viz, FullStory, Zapier, Chatfuel, Albert.ai, Influencity etc whereas in case of Financial Company with special reference to Limited Liability Partnerships Business, they were taken under the consideration as per their annual turnover.

VII Research Area:

Researchers selected Financial Company personnels with special reference to Limited Liability Partnerships from Mumbai. Sample sizes of 100 Financial Company personnel with special reference to Limited Liability Partnerships have been taken under study. Researcher collects data through Primary and Secondary sources. Researcher distributed 100 questionnaires among the respondents.

VIII Limitations of the study:

1. The study is based on limited geographical area.
2. Further variables could be added for the purposes of detail study

IX Data Analysis:

Researcher prepared the questionnaire for respondents and distributed it among them. After receiving the questionnaire researcher analyse the questionnaire.

Table No1

Information of questionnaire

Sr.No	Respondent	Questionnaire distributed	Questionnaire received	Questionnaire rejected (due to incomplete, wrongly filled etc)	Net Sample size for study
1	Financial Company personnel with special reference to Limited Liability Partnerships	100	93	6	87

Testing of Hypothesis

H_0 : There is no significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships

H_1 : There is no significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships.

Mathematically

OBSERVED FREQUENCIES		Financial Company with special reference to Limited Liability Partnerships (Annual Turnover)					
		Upto 2 Cr	2-4 Cr	4-6 Cr	6-8 Cr	Above 8 Cr	TOTAL
AI BASED MARKETING	FullStory	15	2	3	2	1	23
	Zapier	7	5	1	1	2	16
	Chatfuel	2	1	3	2	4	12
	Albert.ai	1	2	8	2	3	16
	Influency	4	2	4	8	2	20
	TOTAL	29	12	19	15	12	87

Sr No	H_0	H_1	χ_{cal}	χ_{table}	p_value	Decision
1	There is no significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships	There is significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships	39.71	26.30	8.59E-06	Reject H_0 (i.e. There is significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships)

*Here level of significance is 0.05

Thus, our null hypothesis there is no significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships is concerned is rejected. Alternatively, we accept our alternative hypothesis There is significant impact of AI based marketing on Performance of Financial Company with special reference to Limited Liability Partnerships,

X Findings:

1. The most vital factor about AI based marketing were its reliability and transparency in financial costs.
2. The one more important issue is come out from this analysis in which Financial Company personnel with special reference to Limited Liability Partnerships are feeling the AI based marketing having very great potential as compared to other ways of marketing.

Conclusion:

From the above analysis, we can conclude that, AI based marketing having very positive impact on the Financial Company with special reference to Limited Liability Partnerships.

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