

EXPLORING THE IMPACT OF AI AND DEVITALISED TECHNOLOGIES IN MARKETING

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Abstract

Artificial intelligence (AI) is becoming a more significant factor in shaping digital marketing today. It is one of the most intriguing technological breakthroughs in advertising today. AI technologies are reinventing many aspects of marketing strategies and methods, which is changing the entire landscape of digital marketing. With the help of AI, marketers can provide their target audience with incredibly tailored experiences. More precise audience segmentation and personalized content and suggestions across a variety of channels, including social media, email, and websites, are possible with AI algorithms. This study of the literature analyses how artificial intelligence (AI) is changing the field of digital marketing by combining information from academic journals, research studies, and industry publications. Based on the findings, marketers now use large data sets to get deeper insights into their customers and more precise segmentation because of artificial intelligence. AI also creates better consumer experiences by personalizing interactions and content through chatbots and recommendation engines.

Keywords: Artificial Intelligence (AI), Automation, Chat Bots, Digital Marketing,

Introduction

Artificial intelligence (AI) is defined as any human-like intelligence demonstrated by a computer, robot, or other machine. (Mishra, 2022). Artificial intelligence, widely known as AI, has become an integral and vital part of our lives with its applications in a variety of industries, including the advertising industry and marketing sector. With the fast progress of artificial intelligence (AI) technology, the advertising business is at a turning point of exciting opportunities and challenges as well. The rapid growth of AI in marketing indicates that it will soon be used by the vast majority of enterprises (Buch & Thakkar, 2021). In today's digital context, the incorporation of artificial intelligence (AI) has transformed the advertising business, changing traditional methods to audience targeting, ad customization, and campaign optimization. Artificial intelligence, or AI, is a technology that allows computers and robots to replicate human cognitive abilities and decision-making skills. In today's world, artificial intelligence is transforming the way advertising campaigns are designed, performed, and assessed. AI algorithms can analyze massive quantities of data, such as customer behaviour patterns, demographics, and purchase histories, to offer highly tailored and targeted advertisements to specific audiences. In the rapidly evolving landscape of advertising, the integration of artificial intelligence (AI) has emerged as a transformative force, reshaping how businesses connect with their target audiences and optimize their marketing strategies. AI's position in advertising goes well beyond simple automation; it marks a fundamental shift in how organizations plan, execute, and assess their marketing campaigns. By leveraging AI, advertisers may gain a better understanding of consumer habits, tastes, and trends, allowing them to create hyper-targeted advertisements that engage with individual consumers on a fundamental level. AI has a big impact on several parts of advertising. It can help firms generate leads while reducing call time and expenses, resulting in increased sales success (Krishna Chandramouli, 2022). AI may also give deeper insights into specific clients, allowing for more successful conversion techniques and decreasing the effort of sales people (Muhammad A. et

al., 2022). AI is a science that investigates and advances the theory, methodology, technology, and application systems for mimicking, extending, and broadening human intellect. It has lately become more widely employed in brand communication, giving rise to a new discipline known as intelligent advertising (Marlis, 2023). Artificial intelligence enables marketers to achieve possible customization and relevance. Through platforms such as search engines, Facebook, YouTube, and Google, billions of people are reached daily, and digital advertising platforms enable communication on a large scale (Thilagavathy & Praveen, 2021). In a time when customers are constantly exposed to information, conventional or traditional marketing strategies are insufficient. Artificial intelligence (AI) has become a key player in improving decision-making and creating individualized consumer experiences because of its capacity to scan large datasets, extract insightful information, and adjust quickly. It is also essential to digital marketing, as voice search, chatbots, and digital assistants are becoming more widely used. (Sameer M., 2021)

Review of Literature

Biswas & Patra (2023) studied the role of AI in Changing Consumer Buying Behaviour and found that AI simplifies marketing compared to traditional methods such as in-store shopping. AI has several uses in healthcare, including illness diagnosis and patient care services. It is also used in banking to identify potential customers and detect fraud. Gao et al. (2023) studied the advancements, challenges and ethical considerations of artificial intelligence in advertising covering four key elements: Targeting, Personalization, Content Creation, and Ad Optimization. Their study findings imply that AI will have a significant influence on advertising, radically changing the market environment. Their study findings suggest that targeting and personalization are inextricably intertwined, influencing who is given which commercials. This study provides a new viewpoint on AI's application in advertising, promoting the responsible and effective use of AI technology for enhanced delivery of advertisements. Kshetri et al. (2023) in their editorial article researched the role, opportunities and challenges associated with generative artificial intelligence in marketing. They offered an outline of how GAI is altering major sectors in their article as well as marketing initiatives. It emphasizes the usefulness of GAI insights in customizing content and products, arguing that marketing content generated by GAI is likely to be more personally meaningful than that generated by previous generations of digital technology. Enholm et al. (2022) present in their paper a thorough literature analysis that seeks to explain how firms might use AI technology in their operations and illuminate the value-generating mechanisms. The findings indicated that businesses may better assess their potential to successfully implement AI and choose which modifications to make. Furthermore, knowing how AI may be utilized allows firms to make better decisions about where in their value chain to employ AI solutions. Mishra (2022) examines the use of AI in social media marketing. He concludes in his study that AI is revolutionizing businesses through its numerous applications and assisting in the resolution of complicated challenges. No proof is needed to acknowledge the rise of AI in marketing. Over the previous decade, the marketing sector has experienced tremendous technological transformation. Over the previous decade, the marketing sector has experienced tremendous technological transformation. Yu (2022) In their study, they noted that artificial intelligence (AI) technologies are being extensively utilised in advertising to boost productivity and satisfy consumer needs. When compared to traditional methods of creating advertisements, artificial intelligence (AI) has a lot to offer and helps the advertising business grow since it can replace labour-intensive manual work and increase industry productivity. Buch & Thakkar (2021) in their paper analyzed the micro and macro impacts of artificial intelligence on marketing and advertising. According to their findings, firms that implement low-involvement AI solutions benefit from lower entry

barriers (e.g., fewer resources required). Still, they may not realize the full potential that more complete, high-involvement AI systems have to offer. In contrast, firms that use high-involvement AI solutions may get a deluge of benefits at the heart of their operations, but at the expense of dramatically higher resource requirements. Thilagavathy & Praveen (2021) provided an outline of Artificial Intelligence with digital marketing. In their study, they acknowledge that introducing AI into any organization does not mean that people are no longer required in the operations. AI-powered technologies are trustworthy and accurate, and they may provide speedy solutions. It allows a corporation to build a strategy quickly and easily. These days, AI has a lot of promise in digital marketing. It links companies with potential clients. It significantly increases a company's understanding of its current and future consumers. This helps firms create goods and services that suit the demands of their customers. Basri (2020) investigated the influence of artificial intelligence-assisted social media marketing (AISMM) on the success of startup companies of small and medium enterprises (SMEs) in Saudi Arabia. Data was obtained using a survey approach, with both primary and secondary data collected, processed, and interpreted. Respondents in the study were business owners or workers of start-up enterprises and SMEs in Saudi Arabia. The data were analyzed using partial least squares structural equation modeling (PLS-SEM). According to the study, AISMM improves effective business management and SMEs' performance (SMEP), and AISMM practices have an important role in enhancing SMEP, with effective business management acting as a mediator. The study found that AISMM plays a vital role in the stability, growth, and organizational operations of most start-ups and SMEs in Saudi Arabia. Khrais (2020) studied the role of AI in shaping consumer demand in e-commerce, and the study investigated and discovered that, despite AI systems' contribution to e-commerce, their ethical soundness remains a problematic topic, particularly in terms of explainability. The importance of AI in e-commerce extends to client retention and satisfaction. Customers are key to the development and acceptance of AI in e-commerce. As a result, e-commerce can further expand communication Palanivelu & Vasanthi (2020) attempted to determine the influence of AI on business by integrating the perspective of a Salem entrepreneur. The study's primary findings revealed that pressure from competitors, attention from the media, technological maturity, and customers are the most influential elements in incorporating AI into a company. According to marketing professionals, the major benefits of AI include higher productivity, time savings for advertising functions, improved conversion rates, greater comprehension of customer information, easier decision-making, increased ROI, insights, improved service, and customer satisfaction. They asserted that AI aids in the development of sales and marketing strategies, resulting in significant gains in corporate performance. Vakratsas & Wang (2020) studied the role of Artificial Intelligence in advertising creativity.

The authors offer a creative advertising system (CAS) for developing and testing advertising creative concepts based on artificial intelligence (AI) principles. Henry (2019) investigated the use of AI in social media marketing. In her extensive literature research, she concluded that the use of artificial intelligence in social media marketing has made the firm more efficient and adaptable. The introduction of AI made buying and selling commodities easier, and productivity grew significantly. She states in her article that artificial intelligence is the face of society in the future, and that appropriate use of AI will alter the world in a better position in the next years. Jain V. (2019) aims to investigate the influence of AI on company decision-makers and normal employees in Rajasthan, India. The online survey tool was used to collect data from a sample. The research found that AI can alter the workplace and is more embraced. AI can assist firms in preparing for the difficulties of rapidly evolving technology. AI effectively impacts corporate processes, enhancing sustainability and market leadership. Theodoridis & Gkikas (2019)

highlight the existing and future link between digital marketing and artificial intelligence (AI), arguing that digital marketing can add value to enterprises while also increasing client involvement via electronic services. The digital era has enabled industries to closely track their operations, such as branding, promotion, advertising, production, channel distribution, and so on. Business managers might make more precise and informed decisions using acquired data, resulting in interactive customer experiences and a digital picture of operations and revenues. Objective of the study: Since the study is based on anextensive literature review, the core

objective of the study

Since the study is based on anextensive literature review, the core objective of the study is to conduct a critical analysis of artificial intelligence's (AI) application in digital marketing.

Methodology:

A thorough examination of academic journals, books, research papers, and other pertinent sources is done as part of this study to examine how artificial intelligence (AI) is used in digital marketing. A methodical approach to research was utilized to locate pertinent papers and books about AI's application in digital marketing. Relevant material was retrieved from academic databases and internet repositories using keywords and search terms like "artificial intelligence," "machine learning," "digital marketing," "AI in advertising," and similar terms. During the search procedure, titles, abstracts, and keywords were screened in order to find literature that fit the study's topics and research objectives. The analysis only included papers that were published in academic publications, peerreviewed journals, or reliable sources of marketing research. Books and other materials that did not specifically address artificial intelligence's function in digital marketing, lacked credibility, or were not readily available in formats that could be reviewed were not included in the research.

Findings of the study:

- AI simplifies marketing compared to traditional methods.
- Artificial intelligence (AI) technologies are being extensively utilised in advertising to boost productivity and satisfy consumer needs.
- Artificial intelligence (AI) has several advantages over traditional methods of creating advertisements and is good for the advertising sector. It can increase industry efficiency by taking the role of labor-intensive manual processes.
- AI algorithms can analyze massive quantities of data, such as customer behaviour patterns, demographics, and purchase histories, to offer highly tailored and targeted advertisements to specific audiences
- Artificial intelligence enables marketers to achieve possible customization and relevance.
- AI systems can divide consumers into separate groups according to the qualities or features they have in common, enabling more effective targeted marketing
- AI links companies with their potential clients.
- AI algorithms analyze past patterns, customer behaviour, and market dynamics to help marketers predict future trends, spot emerging opportunities, and modify their plans in real-time.
- Chatbots driven by AI offer round-the-clock customer service, respond to questions, and even customize interactions based on previous exchanges.
- AI frees up marketers to concentrate on strategic efforts by automating repetitive processes.

Conclusion:

Chatbots and virtual assistants powered by AI are transforming customer service and support tasks. Real-time user interaction, product suggestions, real-time customer service, and even help with buying decisions are all possible with these intelligent technologies. AI-powered chatbots help organizations optimize their support operations and improve the overall customer experience by providing instantaneous and tailored assistance. With the help of AI, marketers can use predictive analytics to predict consumer behaviour, spot business possibilities, and project future trends. In order to help marketers make informed decisions and enhance marketing efforts for improved performance and return on investment, machine learning algorithms examine previous data to find patterns and connections. Not only this, but because AI algorithms are so good at handling and evaluating large volumes of data, marketers may gain insightful knowledge about customer behaviour, industry trends, and campaign effectiveness. Marketers may find meaningful insights, unearth hidden trends, and instantly improve their campaigns by utilizing AI-powered analytics solutions. In conclusion, AI technologies are enabling marketers to provide more individualized experiences, optimize workflows, make decisions based on information, and ultimately improve consumer satisfaction and engagement across multiple interactions. These advancements are having a substantial impact on the digital marketing landscape as a whole. The use of voice search, chatbots, and digital assistants is vital in contemporary digital marketing endeavours, as they offer tailored support, streamline client communications, produce insightful data, and stimulate connections across many channels and touchpoints. Digital marketers need to modify their approaches as these technologies develop further in order to make full use of their potential and provide their target audience with outstanding experiences. Therefore, we conclude that the way businesses produce content, save costs associated with acquiring new customers, handle customer service, promote themselves to prospective employees, and connect with their social media audience is evolving due to the growing application of AI in digital marketing.

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