

A study on Artificial Intelligence in Marketing: Role and its Impact on marketers and consumers

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Abstract

In today's developing countries, globalization and technological changes has given a different phase to the economy, whereby the society are collectively facing the concern of the competition in various sectors, which also includes the marketing system. In the global economy, technologies like Artificial Intelligence (AI) play a vital role due to which the importance of AI has a continual growth universally. It is generally said that Artificial intelligence (AI) technologies are being used in marketing to make automated judgements based on data gathering, data analysis, and further observations of audience or economic trends that may have an impact on marketing activities. AI is a branch of computer science that trains computers to understand and mimic human behaviour and communication. A new intelligent computer that thinks, reacts, and completes tasks in a similar manner to people has been developed using AI and the data provided. Artificial intelligence (AI) is capable of doing highly technical and specialised tasks like robotics, audio and image recognition, natural language processing, problem solving, etc.. AI is altering how businesses and customers communicate with one another. The type of business and the website's functionality have a big impact on how this technology is used. By carefully analyzing customer data and understanding what consumers really want, marketers may enhance ROI without spending money on futile initiatives. Additionally, they won't have to waste time watching boring advertisements that annoy customers. In a number of ways, AI will customize marketing to better meet client needs, many businesses currently use AI to customize their websites, emails, social media postings, videos, and other resources. One of the key goals of AI is to automate jobs that historically required human intelligence. Marketers may now give customers greater attention and quickly respond to their requirements. However, the usage and impact of AI on the marketers and the consumers have its own pros & cons, in other words AI faces opportunities & challenges globally. This research paper is a study on Artificial Intelligence AI in marketing which helps to figure out and highlight the impact, its opportunities and challenges in comparison to advance technology in the current scenario of marketing. The researcher has used qualitative method of research through secondary data available from various sources.

Key Words – AI Artificial Intelligence, Roles, Challenges.

Introduction

AI stands for Artificial Intelligence, it is a group of technologies that can carry out activities that require human intelligence. These technologies can learn, act, and perform like humans when used in conventional business procedures. It imitates human intellect in machines, which helps us conduct business faster and more affordably. The evolution or the appearance of AI has several implications marketing, where it has examined the ways in which technological improvements affect how well organizations can manage consumer needs and deliver goods. In the long run, artificial intelligence (AI) will be a crucial component of every business organization on the planet. Significant changes in the AI landscape are reflected in the latest automation trends led by AI. It is obvious in the way that ideas, interests, and investments have changed in the area of business adoption of AI. Artificial Intelligence (AI) has emerged as a transformative force in the field of marketing, reshaping the way businesses connect with their audiences, make data-driven decisions, and optimize their marketing strategies. In today's digitally driven world, AI has become a powerful tool that empowers marketers to enhance efficiency, personalize campaigns, and deliver more impactful results. This introduction provides an overview of AI in marketing, its key components, and its profound impact on both marketers and consumers. Marketing has evolved significantly over the years, transitioning from traditional methods to digital channels. This evolution has been accelerated by AI, which has ushered in a new era of precision, personalization, and automation. Gone are the days of one-size-fits-all advertising; AI enables marketers to craft tailored messages and experiences for each individual consumer. AI refers to the simulation of human intelligence in machines, allowing them to perform tasks that typically require human cognition, such as learning from data, making predictions, and adapting to changing circumstances. In marketing, AI is harnessed through various technologies and techniques, including machine learning, natural language processing, computer vision, and data analytics.

Literature Review:

The below review of literature has been covered few of the following aspects of ICTs in education and teaching – learning assessment for learners and educators

1. Consumption, consumer studies, and consumer research are fundamental parts of contemporary society and of interest not only to marketers, but also to policy makers and other research disciplines (MacInnis et al., 2020). There is a variety of interactions that consumers currently have with AI. Marketing researchers recognize that AI offers important potential benefits for consumers and their lives (e.g., Pitardi et al., 2021). However, there are also inherent tensions the increased use of AI can have on consumers, which include privacy concerns, dehumanization, and even addiction (Lobschat et al., 2021; Puntoni et al., 2021).

2. Unlike human intelligence, artificial intelligence (AI) is the intelligence demonstrated by the machines. A system of intelligent agent machines that perceives the environment to successfully achieve its goal represent the artificial intelligence. According to Russel and Norvig (2016), artificial intelligence describes machines (computers) that simulate cognitive and affective functions of human mind. The development of Artificial intelligence is phenomenal and experts have worked tirelessly to advance AI concepts over the few decades. The work led to some major innovations like big data analytics and machine learning applications in myriad sectors and context.

3. According to previous research “When technology works on a personal level, it creates an endearing bond with the users, when marketers tap into such a bond, the potential for customer value creation is enormous” (Kumar et al., 2019, p. 137). Advanced and innovative AI-powered marketing solutions can rapidly adapt to the changing needs of businesses and come up with communications and solution packages that are critical and lucrative to relevant stakeholders (Epstein, 2018). The CEO of the Marketing Artificial Intelligence Institute proposed a new framework (Roetzer, 2017) for the marketing mix, comprising Planning, Production, Personalization, Promotion, and Performance (the 5Ps).

Objectives of the Study:

- 1) To study and understand the role and application of AI.
- 2) To understand the positive and negative impact of AI in marketing
- 3) To study the opportunities of AI.

Scope of study:

The Researcher focuses majorly on technology-supported marketing environments, they can engage marketers and consumers in AI learning process and can have a positive impact on their outcomes in making marketing strategies because that is the underlying driver of this study. The discussions focus on AI's impact on marketing. Further, this section addresses the research objective, “to understand the role and opportunities of AI. In this research paper the researcher had a qualitative way of study about it. The impact of the AI can be approached in different ways.

Methodology:

Sources of data collection

Secondary data: It majorly consists the information collected from various sources like books, websites, journals etc.

This paper will discuss the questions concerning about AI (Artificial Intelligence) in marketing. Here secondary data collections were done. The main research is focus on the role of AI in marketing. To know more about its impact, several scenarios on future developments in marketing have been studied. The researcher has first studied the AI and its role and its impact through Literature review.

Significance of ICT in Teaching-Learning Assessment:

The advance technology like AI has changed the current market scenario in the last few decades by emerging as one of the most efficient tools used in the marketing process, by marketers and consumers as well. Integration of AI has an significant importance in today's digital age where it focuses on transformation of marketing process, efficiency and productivity, competitive advantages and customer experience.

Applications of Artificial Intelligence in Marketing

Artificial Intelligence (AI) has transformed the field of marketing in various ways, helping businesses make data-driven decisions, enhance customer experiences, and improve overall efficiency. Many variables use AI in marketing as possible. AI gives personalized touch where in it analyzes customer data to create highly personalized marketing campaigns. It can segment

audiences based on demographics, behavior, and preferences, allowing marketers to deliver tailored content, product recommendations, and offers. AI algorithms can forecast future trends in marketing and customer behavior based on historical data. This aids companies in making wise choices regarding product development, inventory control, and marketing tactics. It also assists by providing AI-powered chatbots and virtual assistants for instant customer support, answer frequently asked questions, and guide users through the sales funnel 24/7. It can generate content such as product descriptions, blog posts, and social media updates. AI-generated content can be a useful supplement for marketers. It optimizes email marketing by analyzing open rates, click-through rates, and engagement data to send emails at the best times and with the most relevant content. This helps marketers to analyze and optimize their websites for search engines to identify keywords, suggest improvements, and monitor rankings. AI analyzes large datasets to uncover valuable customer insights which can identify emerging trends, sentiment analysis, and feedback analysis from social media, reviews, and surveys. CRMs with AI enhancements can offer insights into client behavior and facilitate communication, ensuring that interactions are timely and pertinent. These systems can track the marketing tactics of rival companies, enabling organizations to stay up to date on market trends and modify their own strategy as necessary. Based on demand, rival pricing, and other market parameters, AI can alter prices in real-time to maximize revenue and profit margins. By spotting fraudulent actions like click fraud in online advertising, AI can help organizations cut costs and keep customers confident in their marketing initiatives. AI is still developing, and marketing will certainly see more uses in the future. By using data-driven decision-making and providing their customers with more individualized and effective experiences, marketers who adopt AI technologies can acquire a competitive edge.

The Positive and Negative impact of AI in marketing

AI is an emerging field of technology, and it can be challenging to separate its effects from their surroundings. The generations of today appear to have a significant impact on customers and marketers. Because of this, it is expected that the swift sociological and technological changes will have a significant impact on how marketers employ this while developing their marketing strategies. AI in marketing offers numerous advantages, but it also comes with certain challenges and potential drawbacks. AI makes it possible to create marketing programs that are highly targeted and customized, improving customer engagement and conversion rates with high efficiency where in time is saved and operational costs are decreased when repetitive processes, such data analysis and email marketing, are automated. AI can quickly process and analyze enormous amounts of data, giving insightful information for data-driven decision-making. Better Customer Experience can gain as AI-powered chatbots and virtual assistants give around-the-clock assistance, assisting companies in offering better customer care. Utilizing predictive analytics, firms may plan and modify their marketing campaigns by foreseeing trends and consumer behaviour in the future. Cost savings also increases in efficiency and automation lead to lower labour costs and better use of available resources. AI may modify marketing campaigns in real time, maximizing ad spend and boosting ROI. It is capable of producing material in large quantities, which is helpful for content marketing and keeping a regular online presence.

The challenging area of Artificial Intelligence in marketing where in AI requires access to a lot of data, which raises questions regarding data security and privacy, especially in light of laws like the GDPR. Initial implementation of costs especially for small organizations, implementing AI tools and systems can be expensive. Low quality control of AI-generated material might not be as imaginative, nuanced, or contextual as human-created content, which could cause problems with

tone and style. AI algorithms may pick up biases from the data they are trained on, which could lead to recommendations or decisions that are biased. Dependence on technology is an overreliance on AI which may result in a loss of the human touch and intuition that are often essential in marketing. There can be a chance of lack of comprehension because some marketers may not fully comprehend how AI functions, they may overuse or depend too much on AI recommendations without conducting a critical analysis. In order to use AI systems efficiently, workers must receive ongoing maintenance and updates. Another challenges that is being is the accuracy and ethical issues where AI systems are not perfect and are prone to errors, especially in difficult or unclear situations and the use of this technology in marketing raises ethical questions including intrusive tracking, deceptive techniques, and the potential for disinformation.

AI has a lot to offer marketers in terms of personalization, efficiency, and data analysis, but it also has ethical, prejudice, and privacy issues. A deliberate strategy that takes these issues into account while maximizing the benefits AI may offer is necessary for the successful integration of AI in marketing.

Opportunities of Artificial Intelligence

The marketing sector is being transformed by AI, which is opening up new possibilities for personalization, predictive analytics, chatbots, and marketing automation.

Personalization is one of the biggest areas in which AI in marketing may be used. In order to develop personalized messaging and experiences, marketers can analyse enormous volumes of customer behaviour and preference data using AI-powered algorithms. This can help businesses build stronger relationships with their customers and increase customer loyalty. Predictive analytics is another area in which marketing can benefit from AI. By examining client data, AI computers can find trends and forecast future behaviour. By anticipating client requirements and preferences, firms can better target their marketing campaigns.

Chatbots - Another area where AI is having a big impact on marketing is chatbots. Chatbots may converse with clients in real time, making personalized recommendations and addressing problems by utilizing natural language processing (NLP) and machine learning.

Marketing Automation - AI is also improving the efficacy of marketing automation. Businesses may automate processes like lead generation, lead scoring, and email marketing with AI-powered platforms. This may allow marketers to concentrate on more strategic activities, such as creating campaigns and data analysis.

Findings were as follows

According to research, AI has the ability to collect massive volumes of data in record speed because to iterative processing and algorithms that allow software to learn from patterns. AI's several subfields all function differently. Since people's interests and fashions are constantly changing, AI can be useful, even basic variables like personality traits remain consistent, client personas may change gradually over time as trends change. AI automation may make it much simpler to organize all of this. Marketing teams can stay on top of rapidly evolving fads and trends to provide clients and potential customers with material that is timely, relevant, and tailored to their needs. Marketing campaigns can now feature a substantially higher degree of personalization that the marketers use to do previously, by better adjusting their content and products to the unique consumer preferences, marketers utilizing AI-driven tactics can increase customer engagement and conversion rates.

Artificial Intelligence had an increased customer segmentation accuracy where in large datasets may be instantly analyzed by advanced algorithms, enabling more accurate audience targeting and more successful marketing tactics.

Chatbots and virtual assistants powered by AI have significantly improved consumer experiences by offering 24/7 help and quick answers to questions.

Businesses that have included AI into their marketing operations may be more data-driven in their decision-making. Research may show a link between the use of AI and better decision-making techniques.

Conclusion:

Artificial intelligence (AI) describes methods that let robots carry out mental tasks that call for human intelligence. These involve interaction with the environment, learning, and reasoning.

In order to cultivate customer engagement and loyalty, AI may provide a more customized brand experience. To enhance the user experience, marketers deploy language-based AI as sales tools, payment processors, and engagement managers. Customers may now rely on chatbots to complete the purchasing process for them rather of having to figure it out on their own. Language-based artificial intelligence is advancing quickly, "learning" from past usage and automatically fine-tuning to produce an even better experience the following time. By recognizing pertinent material that consumers desire to read, it can help marketers. With the aid of AI, it is now possible to personalize information through observation, data collection, and analysis. Through this study, the authors provide a comprehensive perspective on using AI to improve customer experience. The secret to providing customer experiences that encourage advocacy and long-term customers is to use AI and predictive analytics. Event-based architectures, along with AI and predictive analytics, are the way of the future. As we go into the Fourth Industrial Revolution, there is no final destination; however, all businesses must start the journey. It is very crucial and can be even impossible to figure out the future marketing strategies that are not supported, by AI Artificial Intelligence in either of the ways.

When looking at the current scenario the spreading of AI and its uses more widely done in modern societies, particular by the younger members of the so-called digital generation. It has become one of the most substantial driving forces for promoting economic growth in the economy and also in other aspects.

Scope for Further Research

The study also has the potential to investigate that the AI can be used by marketers to assess customer trends and patterns, predict outcomes, and optimise advertising. To predict future trends, it makes use of data, statistical algorithms, and cutting-edge AI technologies. AI systems learn how to improve their results and provide the best answers over time as they study additional data. Marketers can construct marketing analytics strategies to target prospective customers and tailor experiences for their customers using AI. Each time a customer or prospect interacts with a product or solution, a record of that contact is kept and used to enhance the good or service in the future. There will come a better time for marketers to begin experimenting with AI tactics to aid them in producing highly customized client experiences.

Limitations

The study has been conducted by using secondary data sources. The findings developed through the study might reveal variations due the different methods of AI in various phases of marketing strategies and consumer perception

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