

Artificial Intelligence's Role in Revolutionizing Marketing

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Abstract

The evolution of artificial intelligence (AI) has drastically changed the dynamics of today's business world. One of the most significant applications of AI is in the field of marketing, which assists in enhancing performance. The current research aims at finding out the impact of AI in marketing. Thorough literature research was highlighted, providing a strong knowledge of AI and its use in marketing. Second, the researcher employed a qualitative study strategy that included semi-structured interviews with marketing professionals from several Indian companies. The researcher chose a sample size of fifteen marketing experts to interview. The study's findings emphasize the elements that influence AI integration in marketing, the benefits and obstacles of AI integration in marketing, as well as your company's pre and post AI marketing strategy, ethical considerations, and use of AI in the marketing industry. The study proposes integrating AI into marketing tasks in order to improve corporate performance and, as a result, achieve profitability and competitive advantage. This study also contributes to strategic marketing research by identifying research gaps that bridge strategic AI marketing practise and research in a systematic and rigorous manner.

Keywords: Artificial Intelligence, Strategic Marketing, Artificial Intelligence Marketing, Competitive Advantage

INTRODUCTION

Artificial Intelligence Marketing (AIM) is a strategy for maximising the use of technology and market data in order to improve the customer experience (Jain and Aggarwal, 2020). By analysing large amounts of data, AI can bridge the gap between data science and implementation, which previously been an impossible task (T.Thiraviyam, 2018). Marketing encompasses all techniques that can have a large influence on people at a certain time, in a specific location, and through a specific channel. The advancement of digital marketing as an industry is the result of integrating big data with academic scientific study on intelligent systems. (Gkikas and Theodoridis, 2019). The internet of things (IoT), data science, cloud computing, big data, artificial intelligence (AI), and block chain are all technological innovations that are transforming the way we live, work, and play. Further development of these technologies might lead to hyper automation and mega networking, ushering in the Fourth Industrial Revolution (or Industry 4.0). (Bloem 2014; Klosters 2016; Schwab 2017; Park 2017; Soni Neha et al. 2019). Artificial Intelligence (AI) assists marketers in achieving complete personalization and relevance. It will eventually accomplish communication at scale with platforms

like Search, Facebook, YouTube, and Google reaching billions of people every day, as well as digital ad networks. The future holds the application and implementation of Artificial Intelligence (Savica Dimitrieska et al., 2018). With the growth of AI, the world of marketing is evolving swiftly and will continue to do the same.

The speed with which this transition occurs will alter the general landscape of marketing in academia, research, and the commercial world. Organizations will have a significant difficulty in adapting to the shifting environment of marketing. With the introduction of new technologies, businesses will need to train their personnel on a regular basis. Working with AI is no longer considered science fiction, but rather a reality that will become a need for existence (Shahid and Li, 2019). To be ready for the near future, marketing workers must comprehend and learn how to strengthen and match their abilities for AI and robotics. The current situation is both fascinating and problematic. The influence of AI on marketing will be examined through the eyes of marketing professionals in Prayagraj, India.

Following then, the amount of study on the issue in Scopus rose, although it is still under 100. More studies on the influence of AI on marketing are needed, according to Martnez-López & Casillas (2013), because there is a paucity of study in the literature and the potential of the combination in making marketing choices. The study will look at this critical topic through the eyes of a marketing professional in Prayagraj, India.

THEORETICAL REVIEW

Although AI has been applied in the majority of firms in today's world, there is still a lack of high-level implementation in many companies. Various marketers have shown an interest in using AI in the near future, with almost all of them prepared to do so fully. In contrast, just 20% of marketers used one or more AI solutions in their businesses in 2017. (Bughin, McCarthy & Chui, 2017). Marketers want to utilise AI in areas such as segmentation and analytics (all of which are connected to marketing strategy), as well as messaging, customization, and predictive behaviours (all of which are related to consumer behaviour) (Columbus 2019; Davenport Thomas et al. 2019). Artificial intelligence (AI) is the intelligence displayed by machines, unlike human intelligence. Artificial intelligence is represented by a system of intelligent agent machines that observes the environment and achieves its purpose (Sanjeev Verma et al., 2021). The implication of AI is required to assess client behaviours, purchases, likes, dislikes, and various other factors, (Chatterjee et al., 2019).

Artificial Intelligence has emerged as a panacea for small-scale businesses in the period of globalisation, as it has allowed them to become worldwide and do business through the internet. Artificial intelligence (AI) has the potential to assist marketing managers with a variety of tasks, including lead generation, market research, social media management, and user experience personalization (Sterne, 2017). Artificial intelligence has grown in a highly efficient and useful way in the globalised commercial climate (Parasmehak Khokhar & Chitsimran, 2019). Artificial intelligence (AI) has grown in importance in virtually every field in the twenty-first century, including engineering, scientific knowledge, education, medical science, business, accounting, finance, marketing, economics, stock market, and law (Halal (2003), Masnikosa (1998), Metaxiotis et al. (2003), Raynor (2000), Stefanuk and Zhozhikashvili (2002), Tay and Ho (1992), and Wongpinunwatana et al.(2000), [T. Thiraviyam](#), 2018).

METHODOLOGY

The researcher used a qualitative research approach to carry out this study. The qualitative technique is essentially exploratory research that is used to learn about the causes, viewpoints, and opinions in order to address the study topic. Because the goal of the study is to learn about the influence of AI on marketing from the perspective of marketing experts, qualitative research is the ideal option. The research will use both primary and secondary sources to acquire data. The researcher acquired primary to answer the study's questions, and this information was obtained using the interview technique. As a secondary data source, many publications, journals, books, websites, and blogs are included.

Interviews are performed with marketing specialists from Indian businesses. A sample size of fifteen participants was chosen, and interviews were performed with fifteen Indian marketing experts. Purposive sampling was utilised by the researcher, which means that respondents were included in the study for a specified reason.

The primary criterion for inclusion in the study was that respondents must work for a firm that uses AI in the marketing department. The reasoning behind this was that marketers who had firsthand experience with AI deployment would be able to offer a more accurate assessment of AI's influence on marketing.

The interview approach was used, with the respondents being asked a series of open-ended questions. However, in order to follow the inductive research approach, where current hypotheses are not limited, the researcher was prepared to add new questions to the interview based on the circumstances. Because the study is cross-sectional in design, the data from the respondents will be collected over the course of one month.

RESULTS AND DISCUSSION

The analysis of the data obtained from the research respondents is offered in this part. In total, fifteen marketing experts from 10 different Indian firms were interviewed. Table 1 gives an overview of the responder profile.

Respondents	City-Country	Industry	Position	Years Of Experience
Respondent 1	Bangalore, India	Electronics	Marketing Director	5 years
Respondent 2	Bangalore, India	Consumer Goods	Marketing Manager	3 years
Respondent 3	Bangalore, India	IT	Marketing Executive	4 years
Respondent 4	Bangalore, India	Electronics	Head of Marketing	7 years
Respondent 5	Bangalore, India	Electronics	Marketing Specialist	4 years
Respondent 6	Bangalore, India	Consumer Goods	Marketing Executive	3 years
Respondent 7	Bangalore, India	Consumer Goods	Marketing Director	6 years
Respondent 8	Bangalore, India	Consumer Goods	Marketing Specialist	4 years
Respondent 9	Bangalore, India	IT	Head of Marketing	9 years
Respondent 10	Bangalore, India	IT	Marketing Manager	3 years
Respondent 11	Bangalore, India	Electronics	Marketing Executive	3 years
Respondent 12	Bangalore, India	Consumer Goods	Head of Marketing	8 years
Respondent 13	Bangalore, India	Consumer Goods	Assistant Marketing Manager	2 years

Respondent 14	Bangalore, India	Electronics	Marketing Manager	5 years
Respondent 15	Bangalore, India	IT	Marketing Director	7 years

Table 1. Profile of the Respondents

Interview Analysis

This section delves into the details of the interview. The following are the main interview questions, which are discussed in depth in this section:

- ❖ What elements play a role in incorporating AI into marketing?
- ❖ What are the main advantages of using AI into marketing?
- ❖ What are the main obstacles in incorporating AI into marketing?
- ❖ What are the ethical implications of incorporating artificial intelligence into marketing?
- ❖ What role does AI play in your company's marketing functions?
- ❖ What is your company's pre-AI and post-AI marketing strategy?

1. Influencing Factors In Integrating AI In Marketing

The study found that competitive pressure is the primary factor influencing AI adoption in marketing. Respondents reported a sense of urgency among competing firms to integrate AI. Media attention, competitive pressure, and digital maturity were cited as reasons for this push. One respondent noted that customers' expectations for high-quality services and performance also contributed to the decision to adopt AI technologies.

2. Benefits of Artificial Intelligence in Marketing

Respondents highlighted various benefits of AI adoption in marketing, including increased efficiency, time savings, improved conversion rates, better customer understanding, informed decision-making, increased ROI, valuable insights, and enhanced customer satisfaction. Overall, AI was seen as a tool for improving marketing processes and delivering better value to customers.

3. Major challenges of AI Integration in Marketing

Respondents identified technical compatibility as the primary challenge in AI integration. To address this, many companies focused on system integration with major CRMs. Technical capabilities within marketing teams were also highlighted as a significant issue. Respondents emphasized the importance of data for successful AI implementation and noted that data availability can be a major hurdle.

4. Ethical Aspect of AI in Marketing

Respondents emphasized data privacy as the most important ethical factor in marketing. To address this, companies implemented anonymization techniques and limited the collection of personal information. One respondent highlighted the ethical implications of AI in marketing and the need for careful consideration. Data was recognized as a crucial ethical component, and companies were advised to disclose data collection practices to customers.

5. Usage of AI in marketing functions

According to the respondents, AI has improved the effectiveness of marketing functions and is now employed in virtually all major marketing operations. According to them, AI aids in the development of sales and marketing strategies that result in significant gains in corporate performance. AI has been employed in all marketing-related tasks, including pricing, promotion, distribution, and product planning and development, according to Respondent 8. According to Respondent 12, AI is mostly employed in the digital platform, advertising, and customer relationship management. As per to Respondent 5, AI is widely employed in digital marketing, including content curation, email marketing, digital advertising, web design, chatbots, and predictive analysis.

6. Pre and post AI marketing strategy

AI significantly impacts business strategy. Before AI, companies focused on expanding resources and products. After AI, marketing teams leverage business intelligence to understand trends and create predictive models. Customer service became a top priority with AI, leading to increased responsiveness and efficiency. Social media reach, personalization, data collection, SEO, and sales optimization became key areas of focus after AI adoption.

CONCLUSIONS AND RECOMMENDATIONS

The study explored the impact of AI on Indian marketing, focusing on expert perspectives. Key findings revealed that competitive pressure, media attention, digital maturity, and customer expectations drive AI adoption. Respondents highlighted benefits like increased efficiency, time savings, improved conversion rates, better customer understanding, and increased ROI. However, technical compatibility and data availability emerged as significant challenges. Ethical considerations, primarily data privacy, were also emphasized. The study concluded that AI has transformed marketing, offering opportunities and challenges for organizations to adapt and thrive in the evolving landscape.

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