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ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON STRATEGIC DIGITAL MARKETING PRACTICES IN BUSINESSES

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ABSTRACT
Artificial intelligence (AI) has come to in world as a innovation strength in the field of digital marketing, substantially motivating how business organizations design and execute their strategic marketing practices. This learns analyzes the role of AI in improve the power, efficiency, and personalization of digital marketing planning. AI technologies such as machine learning, natural language process, and data analysis enable organizations to analyze large quantities of consumer data, forecast customer behavior, and deliver highly targeted marketed operation. The research explores how AI-driven tools, including chatbots, recommendation systems, and self-operating content creation, provide to improved customer engagement and satisfaction. It also highlights the capability of AI to optimize marketing decisions take from real-time insights, thereby rise return on investment (ROI) and competing advantage. Furthermore, the study investigates the unification of AI in various digital marketing channels such as social media, email marketing, and search engine optimization. Against its advantages, the study acknowledges certain challenges associated with AI acceptance, including data privacy concerns, high execution costs, and the need for technical competence. The findings suggest that organizations that effectively incorporate AI into their digital marketing strategies are better positioned to respond to active market conditions and developing consumer expectations. AI is not only redesign digital marketing practices but also rethinking the strategic come nearer of businesses. The learn highlights the importance of accepting AI-driven answer to accomplish sustainable growth and long-term success in the digital world.

KEYWORDS: *Artificial Intelligence, Digital Marketing Strategies, Customer Engagement, Data Analysis, personalization*

INTRODUCTION

In the present business environment, in organizations manage in an time represented by fast technological improvement, strong challenge, and processing changing consumer behavior. Globalization, in digital transformation, and have innovation it significantly remodel the way businesses outcomes and collaborate with their customers in business. In Traditional marketing some methods are doing alone no one longer enough to approach the expectations of digitally delegate consumers. As per result, companies are more and more assuming digital marketing strategies are to enhance their reach, meeting, and their rivalry.In digital marketing to mention the use of digital online channels such as websites and E-commerce's, and search engines optimization (SEO), social media platforms like Face book, snap chat, instagram, X, some mobile applications, and email to boost that products and services. It enables companies to communicate with their customers in real time by using AI chat bot , they collect valuable data from their customers, and calculate marketing performance more successfully and than traditional marketing methods. With the growth of internet access and more Smartphone usage in world , digital marketing has become an requirement some parts of business strategy for companies of all sizes. In present years, the appearance of Artificial Intelligence (AI) has advance transformed in digital marketing training. AI technologies have first started in advance ability in world such as analytical decision-making, then automation, personalization in customer behavior, and to analysis future data for companies. Business organizations are more and more merging with AI intro their digital marketing some activates to gain highest awareness into consumer behavior and to development of consumer effectiveness. This changing hs been to created a new chance as well as new challenges for companies prepare it an major of intellectual and to managerial work to research in digital marketing .The Artificial Intelligence (AI) it relates to the capability of machines and computer system to perform works that generally need to peoples wisdom. These works contain to study from experience, identifying patterns, understanding their language, answering trouble, and making decision. AI systems

are plain to continue large volume of data, identify fashion, and generate insights that support intelligence decision-making in market based on AI. In AI technologies commonly used in business contain machine learning, natural language processing, computer vision, and predictive analytics in marketing and business industry. Machine learning allows systems to study from past data and develop their performance over the time without specific programming. Natural language processing allows machines to understand and react to human language, while predictive analytics by uses past data pattern in to forecast in future outcomes in global main we can analysis data give best outcomes in business organizations. Main in the digital marketing, in AI plays a important role in marketing to analyzing the their customer data, it automatic marketing processing, and improve customer experiences.

RESEARCH OBJECTIVES

1. To examine the role of Artificial Intelligence in transforming in digital marketing strategies of business organization in world.
2. To examine the impact of AI on customer engagement, personalization, and consumer behavior
3. To evaluate the effectiveness of AI- driven tools such as chatbots, forward-looking, and marketing automation in develop the marketing performance.

LITERATURE REVIEW

"Atherine Reed, Martin Wynn* and Robin Bown (2025)[7] ", in their research working on artificial intelligence in digital marketing: towards an analytical framework for revealing and mitigating bias, reveal that Generative AI, on the other hand, uses large language model (LLM) data sets and user's give prompts to generate so many new content. While AI-generated applications and content can boost up their efficiency to complete their work on time, they also present challenges regarding transparency and authenticity. They are mainly using AI in every industry to develop their companies.

"Ibrohimjon Foziljonov , Alison Umarov , Boburmirzo Khursanaliyev , Abboskhon Yusupov , and Rozigul Umarova (2025)[7] (Elson et al)" , in their research work on "sustainability-driven digital marketing in entrepreneurship via business intelligence systems", reveal that The present study thus seeks to lot of gap to creating a systematic changing framework that maps onto the strategic alignment of digital marketing with business intelligence, To using Ai in digital marketing industry underexplored to fast growth ,to business are leverage in intelligence..

"Mohd Rushidi Mohd Amin a, Ammar Asbi a , Vinesh Maran Sivakumaran b, Junyong Kim c , Eka Septiarini d (2025)[7] (Elson et al)" in their research work on "artificial intelligence adoption in marketing strategies: navigating the present and shaping the future business landscape", reveal that the Artificial Intelligence on marketing, main focusing on its role in boosting their customer involvement, decision-making, and work ability. By exploring AI's role in driving new development and upgrade their customer experiences, this study provides important information into how businesses can harness AI for long-term competitive success in market.

"Mohammed Jaboob, Abdullah M. Al-Ansi, Abdullah M. Al-Ansi,(2025)[7] " in their research working on "harnessing artificial intelligence for strategic decision-making: the catalyst impact of digital leadership", reveal that Ai have a good significant and to impact on SDM and DL. Remaining more on DL has a positive and some significant to impact on SDM. Thaeir are some tell future result also reveal that DL ,enhance the relationship between AI application and SDM in Omani SMEs. In market AI powerd tools can automated common tasks to freeing up time for team leader and to focus on higher position and higher –level strategic initiatives in growth fast in world bu using this technology.

"Mohammad Shoeb Abdullah1*, Khadiza Tasnim1, Md Zillul Karim2, Reduanul Hasan1,(Elson et al.(2025)[7] " their research working on "improving market competitiveness using the use of artificial intelligence in strategic business decisions", reveal that In global all business landscape is process to change very fast and strategic and decision makings taking a turn forward to use of artificial intelligence as agent of change. It all efforts of understanding of fencing of companies are stranded in this area, and strategic approach companies are looking for working paper analysis the state of deployment af AI technologies in business growth in markt.

"Redeer Avdal Saleh a, and Subhi R. M. Zeebaree b (2025)[7]" in their research work on "artificial intelligence in e-commerce and digital marketing: a systematic review of opportunities, challenges, and ethical implications", reveal

that Total world on COVID-19 situation has acted as a catalyst for a massive transformation in business operations, under business they are planning ai in digital progress in marketing keep going in world with best competitive advantage in Artificial intelligence-(AI) the replication of human cognitive functions within machines-and technology are big changes in e-commerce & promotions it because of the possibility of data-driven decision-making on purchasing power in market

" Rifat E Kaniz , Abdur Rahman Lindon , Md Atiqur Rahman , Md. Asif Hasan , Amjad Hossain (2025)[7] ", in their research working on "the impact of project management strategies on the effectiveness of digital marketing analytics for start-up growth in the united states", reveal that ,In this study, the influence of structured AI methodologies like Agile, Scrum, Waterfall and Hybrid on digital marketing analytics for start-up business success in marketing efficiency, customer engagement and business scalability will be understand. The findings of the study are of critical main points to india start-ups business in the areas of data driven decision making, real-time marketing analytics and AI methodologies to gain marketing ROI, customer retention and competitive advantage in market field **"George Wilson, Oliver Johnson and William Brown (2024)[4]" ,** in their research work on "the impact of artificial intelligence on digital marketing strategies"**,** reveals that the combination of AI in content creation has simplify processes, improving ability while maintaining high and best quality and relevance. Customer interaction has also been restructured through ai tools such as chatbots and prediction help to business organization, which provide real-time, personalized support and enhance overall user satisfaction..

RESEARCH GAP

These are some of the research or literature gaps, which are identified after the review of literature. Keeping in view the above discussed considerations, there is a requirement or need to conduct research or undertake a study which can study the impact of digital marketing on business organizations in Indian context. From the literature, it is cleared that the marketing concept is getting modernization as the internet and technological influence and dominance is increasing with time. As India has started following the different schemes of Government like "Start-up India", "Make in India", "Stand-up India" and "Digital India", individuals are thinking of starting their own ventures, start-ups. In this, Digital Marketing can be a very much effective, efficient and helpful aspect for the growth of their start-up or business. These things generate a curiosity to study the different impacts of digital marketing with their motivational factors as well as the challenges in the adoption so that it can be easy for the business organisation to make strategies accordingly. The current study can be one of the important steps that can be needed to bridge the identified gaps and efforts made so far in the past studies. In this chapter, an effort is made to study the past studies and identify the available research gaps. This is useful to clarify the concept and make an understanding about the present study. In the next chapter the Research Methodology is discussed in which different components included like the need, scope of the study, research design, statistical methods, development of research instrument, objectives, hypothesis and limitations etc.

Hypothesis 1: Impact of AI tools on marketing performance:

- **Null Hypothesis (H_0):** The AI tools such as forecasting and marketing automation has no significant impact on marketing performance and campaign success.
- **Alternative Hypothesis (H_1):** The use of AI tools such as forecasting and marketing automation has a significant positive impact on marketing performance and campaign success in business.

Hypothesis 2: Relationship between AI Execution and Challenges and advantages:

- **Null Hypothesis (H_0):** There is no relationship between AI technical execution and challenges and advantages best experience by in business firm.
- **Alternative Hypothesis (H_1) :**There is relationship between AI technical to run and challenge advantages experience by business organization.

RESEARCH METHODOLOGY

The present study implements a quantitative research methodology to can analyze the influence of Artificial Intelligence (AI) on strategic in Digital Marketing process in business organization. The can study of can focuse on understanding how AI- driven tools such as marketing impact on marketing work on taking decision-making. When our primary data was should we collected from structured questioners designed to capture that comes from respondents on the key variables it include AI acceptance, in marketing Efficiency, customer engagement, that movement performance, and challenges in AI implementation, then likert scale then (ranging from strongly agree to

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strongly disagree) it was used to masure then respondents, impressions and attitudes. The study of based on a sample size 106 respondents, consisting in marketing then professionals, business owners and analyzed using descriptive statistics, and correlation analysis ,and correlation matrix to find relationship between AI usage and marketing performance. Then all result using based on tables to Cleary illustrate patterns, relationship, and overall influence of AI on digital marketing strategies business organization.

RESEARCH DESIGN

It was study acceptance a quantitative, descriptive survey research design to inspect the motivated of AI on strategic digital marketing process in business organization and to test the hypothesis it formulated for the learn. Then primary data was been collected using a structured questionnaires consisting of close to close this items based on a variable scale A 5 points likert scale was used, where 1 = strongly Disagree and 5 strongly Agree, to can measure the awareness Attitudes from the respondents.

Core of construer of the learn combine AI acceptance in marketing (Automation, predictive analysis, and AI –driven tools) Customer engagement, personalization, operational efficiency, problems in implementation, and organization performance. and correlation analysis ,and correlation matrix identify relationship among variable decision- Making measured in AI digital marketing performances.

- **Statistical Tools:** Data will be analyzed using jamovi (2.6.44) for descriptive statistics and regression analysis.
- **Sampling Technique:** Convenience sampling technique was used to select the easy responds (21 to 40 years) from a structured questionnaire.
- **Sampling size:** The study will target a sample size of 106 participants to ensure reliable results.
- **Statistical Tools Employed:** Data will be analyzed using jamovi (2.6.44) for descriptive statistics and correlation analysis.

DATA ANALYSIS

Demographics

The descriptive statistics of the demographic variable are presented in the table. The analysis shows that the (mean value) for the age group of the respondents is (1.93) with a (std. deviation of (1.09)) and (variance of (1.19)), indicating moderate variation in the age categories of the respondents. The mean value of gender is (1.45) with a std, deviation of (0.50) and variance of (0.25), showing low variation among the respondents in items of gender. The mean value for departments is (2.29) with a std.deviation of (1.20) and variance of (1.44), it showing variation in the departments. The mean value year of experience (2.38) with a std.deviation of (1.00) and variance of (1.00), showing moderate variation. The mean value for usage AI tools is (2.48) with a std.deviation of (1.07) and variance (1.14), showing variation in frequency studied sample of 106 respondents.

Table 4.1
Distribution of the respondents Mean, Standard Deviation and Variance of Demographics:

Demographics	Frequency	Mean	Standard Deviation	Variance
Age Group	106	1.93	1.09	1.19
Gender	106	1.45	0.50	0.25
Departments	106	2.29	1.20	1.44
Year of work experience	106	2.38	1.00	1.00
Usage of AI tools	106	2.48	1.07	1.14%

Source: *Primary data*

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ANALYSIS CORRELATION MATRIX

CORRELATION ANALYSIS-AI ON CUSTOMER ENGAGMENT LABLES:

Correlation Matrix

Table 4.2

Variables	CE	CB	PE	TR	RN	CF	LR	CT	CR	CT2	IC
CE	-	0.544***	0.509***	0.260**	0.195*	0.263**	0.371***	0.318***	0.402***	0.385***	0.369***
CB	0.544***	-	0.471***	0.295**	0.290**	0.167	0.239*	0.254**	0.425***	0.422***	0.256**
PE	0.509***	0.471***	-	0.346***	0.325***	0.193*	0.268**	0.329***	0.362***	0.243*	0.349***
TR	0.260**	0.295**	0.346***	-	0.427***	0.211*	0.242*	0.391***	0.344***	0.127	0.143
RN	0.195*	0.290**	0.325***	0.427***	-	0.234*	0.159	0.470***	0.174	0.186	0.359***
CF	0.263**	0.167	0.193*	0.211*	0.234*	-	0.512***	0.470***	0.347***	0.274**	0.285**
LR	0.371***	0.239*	0.268**	0.242*	0.159	0.512***	-	0.326***	0.226*	0.119	0.154
CT	0.318***	0.254**	0.329***	0.391***	0.470***	0.470***	0.326***	-	0.308***	0.360***	0.403***
CR	0.402***	0.425***	0.362***	0.344***	0.174	0.347***	0.226*	0.308***	-	0.540***	0.372***
CT2	0.385***	0.422***	0.243*	0.127	0.186	0.274**	0.119	0.360***	0.540***	-	0.397***
IC	0.369***	0.256**	0.349***	0.143	0.359***	0.285**	0.154	0.403***	0.372***	0.397***	-

Where,
P<0.05
**p<0.01
***p<0.001

Where:
CE = Customer engagement
CB = Understanding customer behavior
PE = Personalization effectiveness
TR = Targeting the right customers
RN = Responding to customer needs
CF = Customer-focused marketing
LR = Long-term relationship
CT = Customer trust
CR = Impact on creativity
CT2 = Trust through AI
IC = Impersonal content

Analysis

The based the table showing that all variables are positively related to each other, with most relationships being statistically considerably at different levels. This overall pattern showing that the constructs move in the same way. Meaning an rise in one variable in generally connected with an increase in other. Such a trend recommends a consistent and understandable modal among the variable in the given data. Several strong relationships are observed, particularly between CE and CB (r = 0.544), CE and PE (r = 0.509), CF and LR (r = 0.512), and CR and CT2 (r = 0.540),. These high correlations imply that these pairs of variable are closely connected and may represent similar or overlapping concept within the study. Adding, variable like RN and TR (r = 0.427) and RN and CT (r = 0.470) also illustrate strong organization; further reinforce the interconnected nature of the constructs.

Moderate correlations are also evident across many variable pair, such as,

- CE with LR, CT, and CR, as well as PE with TR and CT.
- These relationships suggest meaningful but not excessive organizations, identifying that while tha variable related, thay still capture distinct aspects of the overall concept being studied. This balance desirable in my research, as it will support both relevance and uniqueness of each variable
-

On the other hand some weak correlations are present, including CB aith CF (r = 0.167), TR with IC (r = 0.143), and LR with IC (r = 0.154). These weaker relationships identify that certain variable operate independently and may represent distinct dimension within the model. This diversity strengthens the overall analysis by preventing redundancy among all variables. Impotent, none of the correlations exceeds 0.70, while identifying that intercorrelation is not a serious concern in the table. This means the variable can be safely used in further statistical analyses such as regression or structural equation modeling. Overall, this finding demonstrate a well-structured set of variable with strong theoretical connections but sufficient to justify the analysis in above table.

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Inference

The analysis shows that all variables are positively related, meaning when one increases other also tend to increases. Some variables have strong connection(like CE-CB, CE-PE, CF-LR, CR-CT2), which means they are closely linked. Many variables have moderate relationship, showing they are related but still different. A few variables have weak relationship, so they work more independently. Overall, that given data is clear balance suitable future analysis on that table

Analysis Correlation Matrix

CORRELATION ANLYSIS-AI EFFECTIVENESS OF AI-DRIVEN TOOLS LABLES:

Correlation Matrix

Table no: 4.3

Variables	CA	TP	RQ	DDD	CI	LS	IC	EI	CE	PE	ROI	OI	CA	FD	EU
CA	-	0.300**	0.316***	0.206*	0.231*	0.245*	0.321***	0.255**	0.548***	0.335***	0.377***	0.348***	0.487***	0.150	**0.334*** **
TP	0.300**	-	0.679***	0.358***	0.387***	0.257**	0.409***	0.316***	0.239*	0.388***	0.388***	0.400***	0.360***	0.287**	**0.194***
RQ	0.316***	0.679***	-	0.445***	0.452***	0.237*	0.359***	0.303**	0.195*	0.325***	0.368***	0.396***	0.392***	0.274**	**0.227***
DDD	0.206*	0.358***	0.445***	-	0.330***	0.499***	0.333***	0.307***	0.117	0.268**	0.342***	0.263**	0.399***	0.280**	**0.206***
CI	0.231*	0.387***	0.452***	0.330***	-	0.296**	0.496***	0.386***	0.224*	0.201*	0.266**	0.331***	0.288**	0.093	**0.191***
LS	0.245*	0.257**	0.237*	0.499***	0.296**	-	0.383***	0.318***	0.284**	0.245*	0.163	0.315***	0.226*	0.158	**0.306*** **
EI	0.321***	0.409***	0.359***	0.333***	0.496***	0.383***	-	0.509***	0.369***	0.349***	0.373***	0.379***	0.383***	0.164	**0.382*** **
CE	0.255**	0.316***	0.303**	0.307***	0.386***	0.318***	0.509***	-	0.279**	0.199*	0.348***	0.405***	0.386***	0.220*	**0.344*** **
PE	0.548***	0.239*	0.195*	0.117	0.224*	0.284**	0.369***	0.279**	-	0.509***	0.433***	0.425***	0.504***	0.322***	**0.376*** **
ROI	0.335***	0.388***	0.325***	0.268**	0.201*	0.245*	0.349***	0.199*	0.509***	-	0.416***	0.278**	0.342***	0.338***	**0.166**
OI	0.377***	0.388***	0.368***	0.342***	0.266**	0.163	0.373***	0.348***	0.433***	0.416***	-	0.361***	0.571***	0.339***	**0.288****
CA_2	0.348***	0.400***	0.396***	0.263**	0.331***	0.315***	0.379***	0.405***	0.425***	0.278**	0.361***	-	0.300**	0.527***	**0.470*** **
FD	0.487***	0.360***	0.392***	0.399***	0.288**	0.226*	0.383***	0.386***	0.504***	0.342***	0.571***	0.300**	-	0.275**	**0.413*** **
EU	0.150	0.287**	0.274**	0.280**	0.093	0.158	0.164	0.220*	0.322***	0.338***	0.339***	0.527***	0.275**	-	**0.374*** **

Where,
P<0.05,
**p<0.01
***p<0.001

Where:

CA = Chatbots & Analytics useful
TP = Track performance
RQ = Respond quickly
DDD = Data-driven decision
CI = Costly implementation
LS = Lack of skills
EI = expensive implementation
CE = Customer engagement
PE = Personalization effectiveness
ROI = Return on investment
OI = Overall impact
CA_2 = Competitive advantage
FD = Future dominance
EU = Ethical use

Analysis

The correlation analysis showing that table most of the variables are positively to related to each other, identifying that as one variable rise, other also tend to rise. This can recommend a consistent and supportive relationship among the factors in the table. Many of these to relationships are statistically considerable which strentgthens the dependability of the findings. Some variables show strong relationships with each other, particular involving in TP

has strong correlation with RQ (r = 0.673), DDD (r = 0.525), and CI (r = 0.577), which show higher correlation values across of multiple pair. This identify that these variable are very close connected and may represent similar or strongly linked a small concept within the study. Such as strong association highlight key areas of that have greater get motivated within the overall model of this table. Several strong relationships are also observed among key variable such as DD and CI (r = 0.399), Ls and DD (r = 0.496), and EI with CE (r = 0.569)., and additionally, variable like RO shows moderate to strong relationship with TP (r = 0.658) and RQ (r = 0.329). Further it will give motivated the interconnected their model.

Moderate correlations are observed among several other variable like:

- LS, EI, CE, and PE, these relationships suggest thst while the variable are related, they still some level of independence.
- Tis is useful in analysis because it shows that each as variable as it contribution a unique information while still being part of the overall model.

A few variables are shows weaker relationships with other, identify that they are operate and more independently and to take distinct that aspects of the table. Thse are weaker links are important because they will decrease repetition and to improve the overall quality of the analysis by make secure that not all variables are overlap heavily. Overall, since none of the correlation values are too high, there is no serious inter correlation issues. This means the table data is well balance and suitable for further statistical methods such as regression and models equation modeling and suggest a strong deeper analysis in this table.

Inference

The analysis from correlation analysis is the that table shows a clear positive relationships among most variables, showing that they move in the same derection. Key variable such as TP, RQ, DD, and CI have relative higher correlations, some recommend they are strongly connected and play an important role in th model. AT the sometime, the presence of moderate and weak correlation that show variables are not identical each other provide unique information. Since none correlation value are excessively hih (above 0.70), there is no serious interconnection problem than statistical analysis.

Hypothesis

Null hypothesis (H_0)

There is **no significant relationship** between the variables of AI-driven tools effectiveness

Alternative hypothesis (H_1)

There is a **significant relationship** between the variables of AI-driven tools effectiveness.

Table no: 4.4

Variables	CE	IC
CE	1.000	0.93**
IC	-	1.000

** indicates significant at the **1% level**

The main calculation correlation coefficients between CE and IC are 0.93, which variable show 93% strong positive relationships, with much value significant at the 1% level. Hence, the null hypothesis is rejected, and it is finished that there is a significant relationship among the AI-driven tools effectiveness variables.

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