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AI DRIVEN MARKETING: INNOVATION IN BUSINESS STRATEGIES

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ABSTRACT

This study has focused on the systematic literature analysis of marketing and advertising strategies used by the companies on their target audience. The advancements of AI and its use towards Big data analysis, personalised marketing, use of new technologies in digital marketing has been discussed. The research indicates a global rise in the adoption of these technologies since 2015, demonstrating their effectiveness in improving customer targeting, campaign efficacy, and stakeholder engagement.

The tools and new techniques have been a helping hand in increasing the customer engagement reducing the negative impact of mistakes done by humans. This study highlights the study of AI in marketing techniques and data analysis of the companies in enhancing and sustaining the public relations and maintaining the goodwill.

KEYWORDS: *AI, Big data, digital marketing, personalised marketing, etc.*

1. INTRODUCTION

The world today relies on the technologies that have been a great use in the business and personal world of the people. Approximate each and every advertisement which is seen online has gone through various AI platforms before hitting the audience. The companies like Google and Meta use these technologies to gather the data of the consumers like their preference, purchases, search items and what not to sell a particular product.

Marketers use AI in various ways to enhance the business:

1. Forecasting and predictions
2. Content designing
3. Data analysis
4. Segmentation etc.

As far as the business of AI is concerned, according to a study the AI global market in 2025 has almost reached 184 billion dollars. Seeing the usage of these new technology, it can increase up to 826 billion dollars.

Consumers have been made the focus and the centre of marketing in the new era. AI and digital marketing have been doing into this prime focus. Concentrating on the social media and e-commerce, it has a vital role in the marketing techniques. [2]

The use of AI has worked in support of the work enhancement of the employees by reducing the time of designing and work by almost half of the actual time. It helps in solving the problems faster and helps the employees in delivering the tasks on time.

Robots, chatbots, AR, VR etc. have been into the trend in this era of marketing and advertising technology making consumer engagement a vast and different experience. [13]

The chatbots have been into the recent usage by the companies into manufacturing business. IoT being used in tracking the orders, delivery item services, refilling etc. [12]

2. AI IMPLEMENTATION IN THE CURRENT WORLD SCENARIO

Rendering to SurveyMonkey investigation, 88% of marketers depend on AI in their existing occupations. Marketers already consuming AI: 93% use it to produce contented quicker.

Big data and AI have a countless convention in business nurturing.

Forestalling and capitalizing on developing business and marketplace trends. Analysing shopper preference and mechanizing buyer breakdown.

The marketing and advertising companies have constantly monitored its targeted consumers and the purchase behaviour. This procedure is known as the Online Behavioural Advertising (OBA). [7]

AI has been backed up by its usage in many important aspects like Big data analysis, predictions and forecasting for the company and the usage of digital support system.

3. LITERATURE REVIEW

AI techniques and tools have been used to analyse the method and techniques used by competitor's operations and disclose their purchasers' prospects. Machine Learning (ML) is a subcategory of AI that consents to study and understand data deprived of being explicitly programmed.

Synchronized promotion techniques are very capable personalized advertising strategy helpful for the companies. Suppose the business is unable to self-regulate, a examination requirements are to be held about administrative involvement in the form of (privacy) guidelines. [23]

As Online Behavioural Advertising has proven to be beneficiary to advertisers, the preparation also advances apprehensions around discretion. For instance, pursuing

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customers' browsing pattern possibly will consent investigators to detect by what means customers retort to OBA. [7]

AI technology combined to supplementary structures do exertion improved nonetheless in relationships of feature assortment, content-based structures might have provided better result to companies than date associated to audience-based. [20]

The graphic designers of various industries have been into one vote towards the usage of AI in their work and that is it helps in designing and better thinking until and unless the designer and the artists are true to their morale, it will only and only benefit the industry and the advancements in the graphic designing fields. [19]

The marketing has been a broader concept leading the other marketing to be a part of it. Social media marketing has been a good user of AI and technology although Industrial marketing being the showcase user of it has made the marketing field a broader concept to do research into. [2]

3.1 KEY WORDS ANALYSIS



Figure 1: Work cloud of Keywords used in Research Paper

The above-mentioned image has been a representation of all the keywords that has been used in the research. It also represents the research that has shown the relation of artificial intelligence and the importance of the usage of this technology in businesses especially in the field of marketing.

3.2 PUBLICATION OF THE RESEARCH

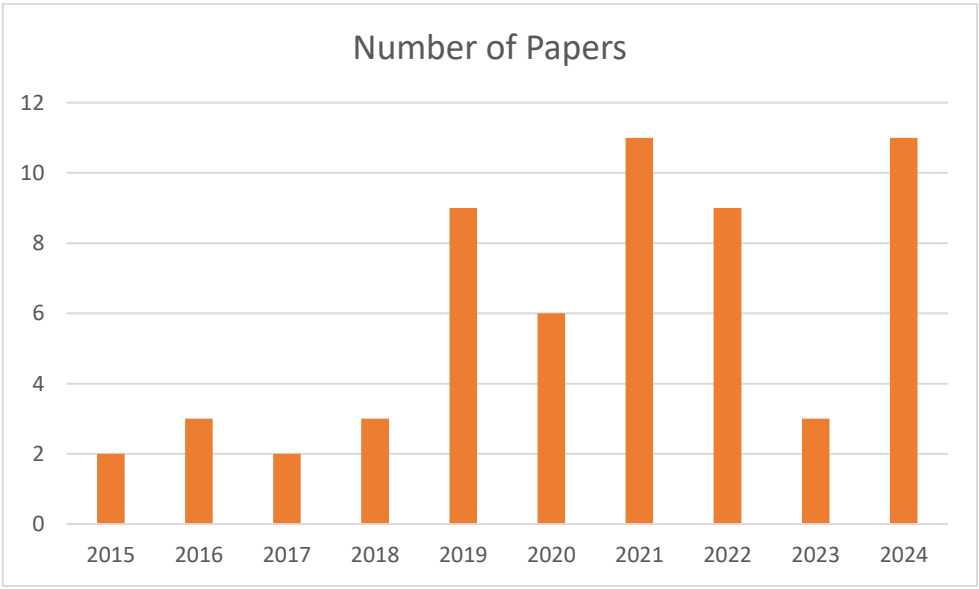


Figure 2: Frequency of papers published in the above-mentioned years

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The image above depicts the volume of research that has been done in specified years. The data is only related to the papers and articles taken for this research.

3.3 SEARCH STRATEGY

Table 1

A – KEYWORDS (KW)	
KW1	Use of AI in advertising
KW2	AI+ Marketing
KW3	AI+ Use in Digital marketing and business
KW4	Big data analysis+ AI
KW5	Personalised and customized advertising+ AI
KW6	AI and e-commerce
B – SEARCH ENGINES/ DATABASES (DB)	
DB 1	Google Scholar
DB 2	ERIC
C1 – INCLUSION CRITERIA (IC)	
IC 1	Research papers and articles related to the keywords searched that appeared in the Title, Keywords, abstract etc.
IC2	Papers and articles published between 2015–2024
IC3	Full texts available in English
C2 – EXCLUSION CRITERIA (EC)	
EC-1	Book chapters, conference proceedings, or editorials
EC-2	Articles not published in English

The study done here has been done by including the keywords AI and marketing, AI in advertising AI and its use in digital marketing, Big data and hoe it has been used and analysed with the help of AI and most importantly how does AI helps in personalised and customised marketing. The research articles have been used that carry these keywords in their title, abstract or introduction.
The search engine that has been mostly used in finding the research papers is google scholar.

INCLUSION CRITERIA
This study has been done on the 70 research articles and papers that was related to the keywords discussed above. The research articles have been kept under focus of various countries that are being published from the year 2015 to 2024. Only those articles have been included that has been written in English language only.

EXCLUSION CRITERIA
The study only focuses on the research article and has excluded the book chapters and conference proceedings or the editorials of various sources. It has also excluded the articles that are not written in English language and are in some other language for example in URDU.

3.4 RESEARCH DONE IN DIFFERENT REGIONS

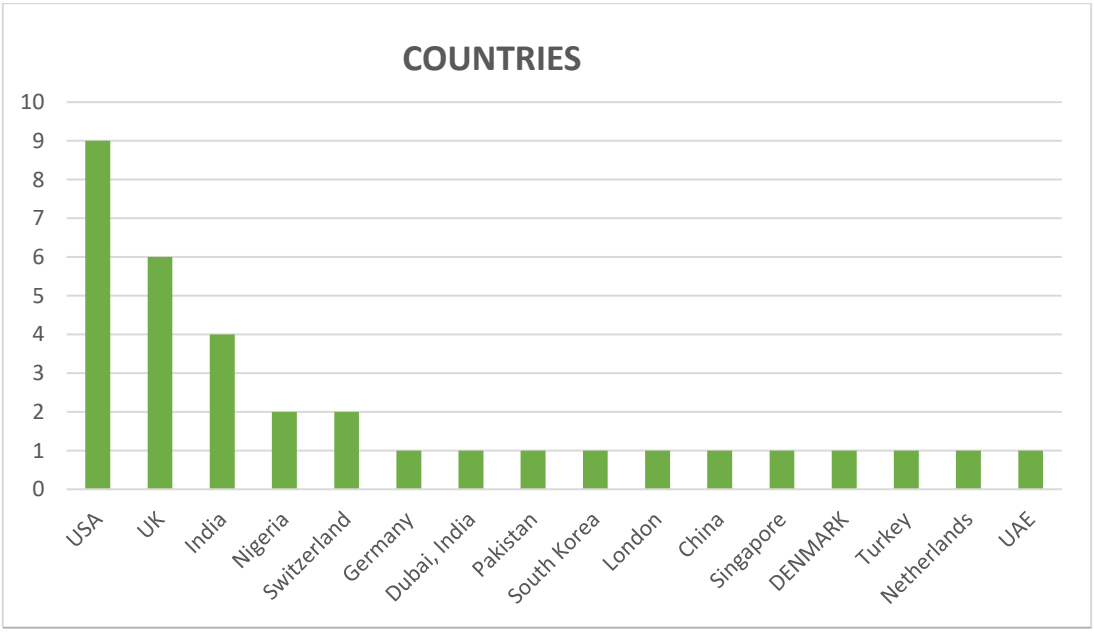


Figure 3: Frequency Distribution by countries

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The figure above highlights that the majority of research studies focus on how AI has impacted Marketing at a global level. In terms of regional studies, the highest number have been conducted in the USA, followed by the UK and India as well , and then studies that span multiple continents. The global focus on this area reflects that AI has not only created an impact on humans on an individual level but also it has revolutionised the structure of marketing and advertising. With various innovations like predictive analysis, personalization and integration of AR/VR , the marketers are able to make decisions in a more strategic and data driven manner.

3.5. TYPES OF STUDY

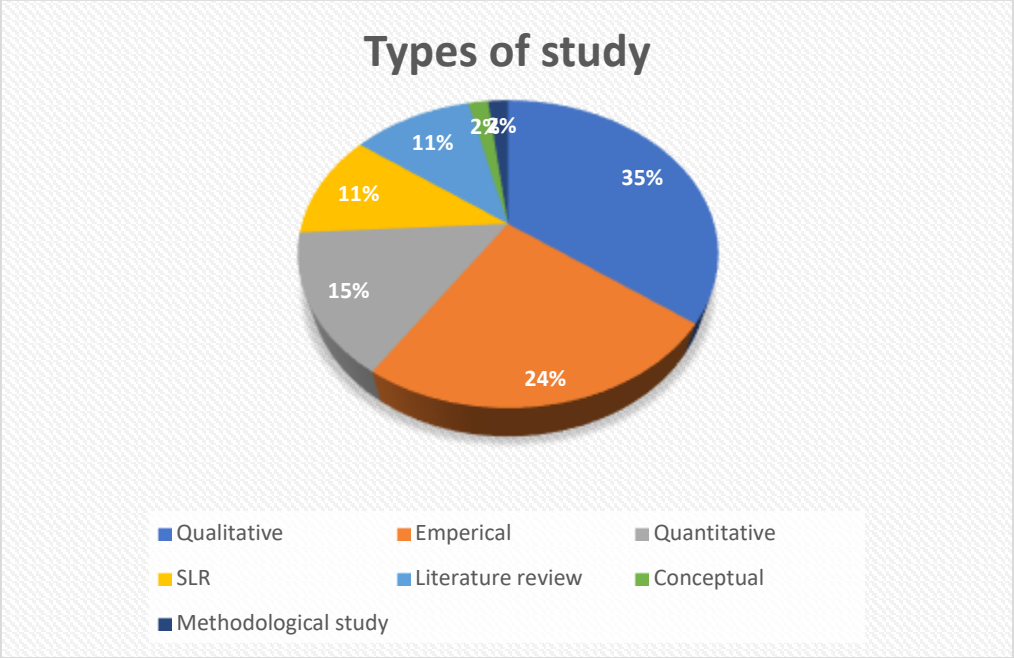


Figure 4: The type of study of the research articles used in this study

The different types of study that has been included here has been shown in above mentioned figure. As the 35% of the research is qualitative suggesting that it has a high priority on in-depth investigation. The remaining being 24% in empirical study, 15% being quantitative, 11% being SLR and remaining divided in conceptual and methodological study showing a great contribution to the research done in this specified area.

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3.6 MAJOR JOURNALS SUPPORTING THE RESEARCH

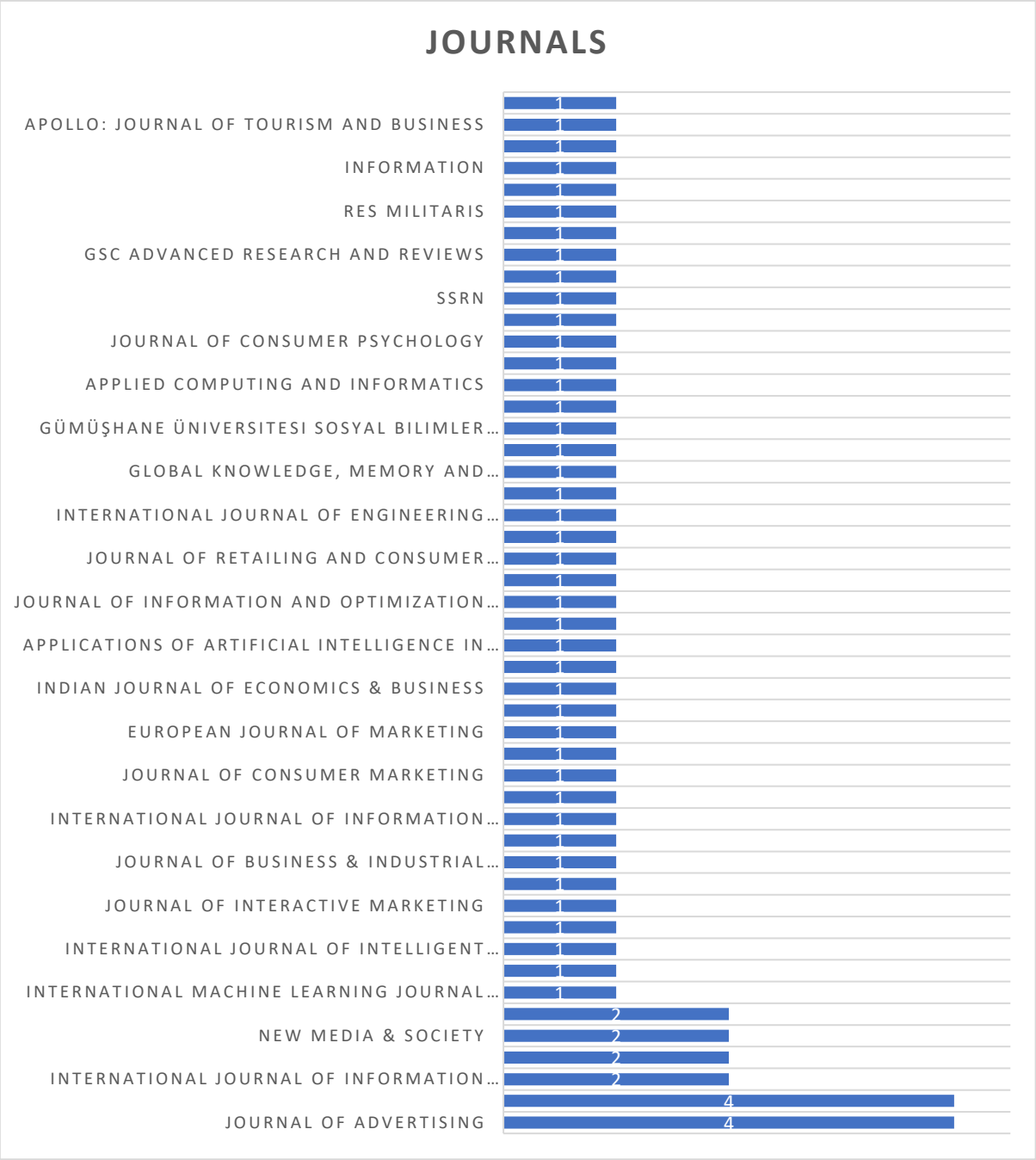


Figure 5: The key journals that have published research on the specified topic

The above graph (Figure 5) displays how many times papers which are related to the role of AI in various contexts like advertising, marketing and designing have been published in various journals. There are 2 journals - Journal of Advertising and Journal of Interactive Advertising that have published 4 papers each and other journals like International Journal of Information Management and Journal of the Academy of Marketing Science have published 2 papers each.Other journals given in the below chart also have published papers in the context.This is a reflection of the significance and interest that is being shown in this area of educational research.

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3.8 THEMATIC ANALYSIS

THEME	SOURCE	FREQUENCY	PAPER NO.
AI for marketing	Kshetri, N., et al. (2024), Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020), Haleem, A., et al. (2022),Mariani, M. M., et al. (2022),De Bruyn, A., et al. (2020), Vlačić, B., et al. (2021), Huang, M. H., & Rust, R. T. (2022), Paschen, J., Kietzmann, J., & Kietzmann, T. C. (2019), Verma, S., et al. (2021),Huang, M. H., & Rust, R. T. (2021), Shahid, M. Z., & Li, G. (2019),Lee, J. H. (2021), Vishnoi, S. K., et al. (2018), Han, R., et al. (2021), Kannan, P. K. (2017), Chatterjee, S., et al. (2022), Kaplan, A., & Haenlein, M. (2019), Dwivedi, Y. K., et al. (2021, Haenlein, M., et al. (2022), Gursoy, D., et al. (2020)	20	1,2,4,5,6,7,8,9,11,13,19,20,22, 23,39,40,42,43,44,45,
Personalized advertising	Luo, X., Tong, S., Fang, Z., & Qu, Z. (2019), Kumar, V., et al. (2019),Wirth, N. (2018), Tucker, C. E. (2014), Kietzmann, J., et al. (2018), Kim, J. (2021),Qin, X., & Jiang, Z. (2019), Campbell, C., et al. (2022), Tran, T. P. (2017), Segijn, C. M., et al. (2021),Boerman, S. C., et al. (2017), Leung, X. Y., et al. (2019), Belanche, D., et al. (2020), Li, F., et al. (2020), McKinsey & Company. (2021), Campbell, C., et al. (2020), Hudson, S., et al. (2021), Carlson, J., et al. (2020), Brynjolfsson, E., et al. (2018), Kumar, A., et al. (2022), Rutz, O. J., & Bucklin, R. E. (2011), Ganesan, R., et al. (2021)	22	3,10,15,16,31,32,33,34,35,36, 37,41,50,52,53,55,56,57,58,59 ,61,62
Ai in digital marketing & designing	Hassan, A. (2021), Rathore, B. (2016), Balducci, B., & Marinova, D. (2018), Pillai, R., et al. (2020), Bone, S. A., et al. (2021), Pizzi, G., et al. (2021), Huang, M. H., & Rust, R. T. (2018), Tuncer, I., et al. (2022), Berger, J., et al. (2020), Lemon, K. N., & Verhoef, P. C. (2016	10	25,27,46, 64,65,66,67,68,69,70
Big data and AI	Rekha, A. G., et al. (2016), Boerman, S. C., & van Reijmersdal, E. A. (2020), Pappas, I. O., et al. (2021), Lee, H., et al. (2021)	4	30,49,51,63

5. FINDINGS AND DISCUSSIONS

An association can only accomplish efficacious tacit data allocated through collective experience and proximity. The data that has been analysed for this study has evaluated many new technologies that are not only used in the domestic country India but all over the world. As the figures specified above (number 2 and 3) has evaluated that the research has increased since the year 2015 and has gone up in various countries all over the world.

This analysis is based on total 70 research papers and articles being examined from the time gap approximating for 10 years to determine the advancements in the field of marketing being done by the companies towards its target audience. Estimated ten research articles have been in the exclusion category due to the specified reason of the study being conference proceedings, book chapters or the data is not mentioned in the English language.

The research study has estimated that Big data analytics has done great progresses in strategic promotional scheduling and campaign efficacy. Chatbots has been very proficient in performing better than any inexperienced worker, as the customer employee conversations sometimes have affected in the negative way and this problem got resolved through AI. Ad Lovers, Ad Accommodators, and Ad Haters can be accompanied and can be handled effortlessly through their search history analysis possible with AI. It not only helps in customised marketing and handling the targeted customers but also the stakeholders of the organisations adopting the new technology. User-centric AI strategies has been helpful in progressing engagement, personalization, and complete customer fulfilment in digital advertising.

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Hybrid recommendation strategies outperform single-method approaches in delivering personalized experiences. The study analysed the research depicting personalised and customised tools used are effective as the customer engagement including their specific names enhances their attention engagement and creates a brand recall.

ML algorithms has done advancements in segmentation accurateness; besides that, it has enabled personalized promotion campaigns easy.

6. CONCLUSION AND FUTURE REFERENCE

This study has enlightened the analysis of tacit data of the research that has been done by various countries from the specific aforementioned years. The investigation of the evolving technologies in this area of marketing and advertising witnessed an extensive growth from the year 2015 as the study has adopted research on or after.

The study has specified the research done in the field of new technologies especially AI being used in marketing techniques by the companies, the use of new technology in digital marketing, customised marketing and its positive and negative affects on the sales and Big Data Analytics and its role in decision making and the importance of AI in evaluating the results for the companies as it has played a vital role in enhancing strategic P.R. development and campaign efficacy. This review offers the research derived from various journals like European Journal of Marketing, Journal of Consumer Psychology, Apollo: Journal of Tourism and Business, SSRN, Journal of Consumer Marketing and other renowned journals. AI-driven technologies have proven more efficient than new inexperienced workforces, resolution towards buyer service encounters. AI can be an inordinate assistant enabling precise audience targeting by analysing user search histories, profiting mutually customers and stakeholders in digital promotion companies.

Hybrid endorsement approaches beat single-method tactics in personalization, solidifying buyer rapprochement easy and brand reminiscence. Machine learning algorithms partake suggestively enhanced segmentation exactness, creation custom-made promotion operations additional operative.

Future research can be done to discover progressive AI-driven promotion techniques, implementing augmented and virtual reality to create a heightened buyer connect. Further analysis can be done to observe the ethical contemplations of AI in digital advertising, guaranteeing a transparency with its consumers and gaining their trust. Furthermore, real-time AI-driven shopper understandings and analytical analysis might revolutionize personalized marketing strategies, providing a much-advanced experience and customer satisfaction.

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