

INTERNATIONAL CONFERENCE ON APPLICATION OF AI IN BUSINESS AND TECHNOLOGY (ICABIT)

Volume II



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#81/33 VGP Salai, Saidapet, Chennai - 15, Tamilnadu, India.
Phone No - 92821 44444, 96000 26826
E-mail - princyavc@gmail.com, mail4avc@gmail.com
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128. ARTIFICIAL INTELLIGENCE IN MARKETING: A SYSTEMATIC REVIEW

NEETHU T

Research Scholar

Dr. H. Kamilah Banu

Assistant Professor, |

Vels Institute of Science, Technology & Advanced Studies (VISTAS) Chennai.

Abstract

Artificial Intelligence (AI) has emerged as a disruptive technology that is transforming the marketing landscape. Organizations increasingly utilize AI to analyze big data, predict consumer behavior, provide hyper-personalized experiences, and make automated decisions. This review summarizes both theoretical and empirical knowledge regarding AI in marketing, exploring its applications, benefits, drawbacks, and ethical considerations. The paper also discusses AI's role in cross-channel integration, customer relationship management, and sustainable marketing strategies. Additionally, future research directions are suggested to enhance academic understanding and industry applications of AI-driven marketing tactics.

Keywords: Artificial Intelligence, Marketing, Personalization, Consumer Behavior, Predictive Analytics, Ethical AI

Introduction

The age of digital transformation has fundamentally changed marketing practices, shifting from instinct-based approaches to data-driven strategies. AI, capable of processing vast amounts of information, uncovering hidden correlations, and learning independently, has become a primary driver in today's marketing ecosystems. Estimates suggest that global spending on AI marketing will exceed USD 107 billion by 2028, emphasizing its growing importance across various sectors.

In marketing, AI functions not merely as a technological tool but as a strategic force that enables predictive modeling, real-time engagement, and value creation for customers. By automating routine tasks, AI allows marketers to focus on creativity, planning, and relationship-building. However, its adoption also raises ethical concerns regarding data privacy and algorithmic transparency. This review aims to examine these dual aspects while providing a structured synthesis of the existing literature.

Objective of the Study

- 1) To critically review the applications and benefits of Artificial Intelligence in contemporary marketing practices.
- 2) To analyze the challenges, ethical issues, and future prospects associated with AI adoption in marketing.

Research Methodology

This study employed a systematic review methodology to critically analyze both theoretical and empirical literature regarding the use of Artificial Intelligence (AI) in marketing. Secondary data from academic journals, articles, and reports were examined to identify the applications, benefits, challenges, and ethical concerns associated with AI adoption in marketing practices. This approach provided a comprehensive understanding of how AI is transforming marketing strategies across various industries.

Applications of AI in Marketing

Customer Segmentation and Targeting :AI enables the micro-segmentation of customers based on behavioral, psychographic, and demographic information, allowing companies to target their marketing efforts with precision.

Hyper-Personalization :AI-driven recommendation engines (e.g., Amazon, Netflix) provide personalized suggestions, increasing conversion rates and customer satisfaction.

Conversational Marketing :Meta's AI assistant and AI-enabled voice commerce (e.g., Alexa, Google Assistant) provide 24/7 customer support and facilitate seamless transactions.

Predictive Analytics :Predictive models help anticipate consumer demand, optimize pricing, and predict churn, facilitating proactive decision-making for companies.

Programmatic Advertising :Real-time bidding platforms leverage AI to maximize advertising spend and reach across various digital media.

Social Media and Sentiment Analysis :AI-driven sentiment analysis tools assess consumer emotions and brand perceptions, allowing for quick responses to opportunities or crises.

Content Marketing and Automation :Generative AI models, such as GPT, assist in creating blogs, product descriptions, advertisement copy, and campaign concepts, expediting the time-to-market.

Advantages of AI Implementation in Marketing

Personalization at Scale: AI enables one-to-one marketing for millions of customers simultaneously.

Increased Efficiency: Automation reduces manual labor, cutting costs and minimizing errors.

Real-Time Responsiveness: AI adjusts campaigns dynamically based on consumer activity.

Deeper Insights: Machine learning uncovers hidden patterns that surpass human analytical capabilities.

Customer Retention: AI-powered loyalty programs predict churn and formulate retention strategies.

Challenges and Ethical Considerations

Despite its significant potential, AI adoption is not without challenges:

Data Privacy and Security: Surveillance capitalism and unauthorized data collection erode consumer trust. Compliance with regulations such as GDPR and CCPA is crucial.

Algorithmic Bias: Biased data can perpetuate discrimination in personalization, posing reputational risks.

Cost and Complexity: Implementing AI technologies can be expensive and complex, creating barriers for some organizations.

Findings

The review uncovered a broad range of applications for AI in marketing, including customer segmentation, hyper-personalization, predictive analytics, programmatic advertising, conversational marketing, sentiment analysis, and content automation. The advantages of AI in this field include improved efficiency, real-time responsiveness, deeper insights into consumer behavior, personalization at scale, and enhanced customer retention. However, the review also identified significant challenges, such as data privacy issues, algorithmic bias, and the high costs of adoption, which particularly limit accessibility for small and medium enterprises (SMEs).

Discussion

This study emphasizes that while AI has transformed marketing from intuition-driven approaches to data-driven strategies, it also raises important ethical and regulatory concerns. Responsible adoption of AI is essential to ensure fairness, transparency, and consumer trust. Businesses must strike a balance between innovation and accountability, making sure that AI-driven decisions do not compromise privacy or perpetuate bias. Furthermore, organizations that embrace AI can gain a significant competitive advantage, but they must also be prepared to address challenges related to trust, costs, and cultural adaptability.

8. Conclusion

Artificial Intelligence (AI) has transformed marketing from intuition-based campaigns to data-driven strategies. Its applications include personalization, predictive analytics, automation, and omni-channel integration, all of which provide organizations with significant competitive advantages. However, challenges such as ethical concerns, high costs, and data privacy remain important issues. The future of marketing will rely on trustworthy AI frameworks that prioritize transparency, fairness, and consumer confidence, while also utilizing advanced tools for sustainable development.

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