



NEW PRINCE

SHRI BHAVANI COLLEGE OF
ENGINEERING & TECHNOLOGY

INTERNATIONAL CONFERENCE ON
RECENT ADVANCEMENTS IN
MANAGEMENT, COMMERCE, INDUSTRY,
AND TECHNOLOGY

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Chief Editor: **Dr. A.S. KANNAN**

Professor and Head,
Department of Management Studies, NPSBCET



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**Marketing in Social Media and AI Era:
A Study on Chennai Sub-urban Area**

MANAGEMENT TRACK

Paper Id: RAM097

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ABSTRACT

The rapid growth of digital technologies has reshaped traditional marketing, with social media and artificial intelligence (AI) emerging as transformative tools. This study, titled “Marketing in Social Media and AI Era – A Study in Gummidipoondi”, investigates their impact on consumer behaviour and marketing effectiveness in a semi-urban context. With rising internet penetration and smartphone adoption, even regions like Gummidipoondi have experienced significant changes in how consumers engage with brands and make purchasing decisions. Platforms such as Facebook, Instagram, and YouTube now serve as vital channels for promotion, enabling interactive communication, feedback, and relationship building. Simultaneously, AI technologies—ranging from predictive analytics and personalized recommendations to chatbots—equip businesses with deeper insights into consumer preferences and enhance marketing efficiency. Primary data was collected through a structured questionnaire administered to 50 respondents, including students, professionals, and general consumers, while secondary data was drawn from academic and credible online sources. Findings reveal that social media strongly influences consumer perceptions and purchase decisions, with advertisements, influencer endorsements, and peer recommendations playing a decisive role. Younger consumers, in particular, rely heavily on digital platforms for product information and purchases. AI-driven features such as personalized ads and automated support were found to improve convenience and satisfaction, though awareness of AI remains limited among some respondents, highlighting the need for greater digital literacy. Overall, the study concludes that integrating social media and AI into marketing strategies significantly enhances consumer engagement and competitive advantage, even in developing regions, offering valuable insights for marketers, researchers, and policymakers.

KEYWORDS:

Social Media Marketing, Artificial Intelligence in Marketing, Consumer Behaviour, Digital Transformation, Semi-Urban Marketing.

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