

AI in Marketing

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AI800: Research Methodology in Computer Science

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Feb 2024

Abstract

The use of artificial intelligence (AI) has been emerging in various fields for many years. Companies have turned to using artificial intelligence, and one of the most important fields now is marketing using artificial intelligence. Marketing using artificial intelligence helps understand and target customers. The purpose of this paper is to examine the potential of AI in marketing, how it impacts marketing practitioners, the future of marketing with AI, and how AI-powered tools and technologies can be used to personalize marketing.

Introduction

Artificial Intelligence has changed the future of many sectors, including marketing, thanks to its ability to attract customers. Thanks to this, companies could communicate with the desired audience effectively by taking advantage of intuitive, artificial intelligence-powered chatbots that provide customer support around the clock. Companies guide users toward their goals, promote their goods, and make profits. It also enhances customer experience and engagement by providing intelligent email marketing, interactive web design, and other digital marketing services, which increases business customer demand.

Marketers can examine consumer data and behaviour patterns to create customized marketing strategies. Herein lies one of the problems of how satisfied customers are with collecting this data. One example of intelligent customer-targeted marketing is social media advertising on popular platforms like Facebook and Instagram. It carefully evaluates user information (interests, preferences, needs and search listings), learns their requirements, and efficiently predicts trends and consumer behaviour using AI-powered predictive analytics to provide relevant offers that match their preferences, allowing them to plan future campaigns and make decisions that strategically save time and money.

Many challenges arise with the use of AI in marketing. The most prominent challenges we will address are privacy concerns, as a vast amount of customer data is collected. Other challenges include bias and lack of transparency. The research objectives of this study are to know the strategies companies use to enhance their effectiveness in reaching their target audience, the extent to which customer information is collected, and whether ethics and customer privacy are considered. It also evaluates the impact of these strategies on customer experience and engagement and identifies ways to mitigate bias and improve transparency in AI algorithms.

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publication year and author name	methodology employed	Key findings	weaknesses/limitations
(Stone et al., 2020)	“Purpose The purpose of this paper is to review literature about the applications of artificial intelligence (AI) in strategic situations and identify the research needed in applying AI to strategic marketing decisions.”	“Given the competitive nature of such decisions and the insights from applying AI to defence and similar areas, it is time to focus on applying AI to strategic marketing decisions.”	“Although in most cases it does not operate competitively, it must make decisions about making different services available to different citizens and identify the risks of not providing services to certain citizens; so, this paper is relevant to the public sector.”
(Huang & Rust, 2020).	“Abstract The authors develop a three-stage framework for strategic marketing planning, incorporating multiple artificial intelligence (AI) benefits: mechanical AI for automating repetitive marketing functions and activities, thinking AI for processing data to arrive at decisions, and feeling AI for analysing interactions and human emotions.”	“This framework lays out the ways that AI can be used for marketing research, strategy (segmentation, targeting, and positioning, STP), and actions.”	“We apply this framework to various areas of marketing, organized by marketing 4Ps/4Cs, to illustrate the strategic use of AI.”
(Jarek & Mazurek, 2019)	“Authors stated two research questions - which areas of AI are used in marketing and what implications AI delivers for marketing managers.”	“The analysis of gathered examples shows that AI is widely introduced into the marketing field, though the applications are at the operational level.”	“The paper delivers implications for business, especially ideas about implementing AI into marketing, designing innovations and the ideas on how to incorporate new skills into marketing team required by the new technology.”
(Haleem et al., 2022)	“For this research, relevant articles on AI in marketing are identified from Scopus, Google scholar,	“The specific applications of AI in various marketing segments and their transformations for	“Finally, critical applications of AI for marketing are recognised and analysed.”

	researchGate and other platforms.”	marketing sectors are examined.”	
(Ljepava, 2022)	“The digital transformation led by disruptive technologies can help organizations address numerous challenges and deliver better customer value through innovative technologies in all business areas.”	“Artificial intelligence (AI) is finding its application in various business disciplines and is expected to be one of the most important technological tools used in marketing in the years to come.”	“The study provides a systematic review of the research articles addressing the application of AI for marketing decision-making published in the period from 2020 to 2022.”
(Manis & Madhavaram, 2023)	“Therefore, on the foundations of resource-advantage theory's notion of basic and higher-order capabilities, we clarify enablement in general and AI-enablement in particular for marketing capabilities.”	“Specifically, we integrate literature from the marketing and information systems disciplines to develop conceptualizations of AI, AI-enablement, and AI-enabled marketing capabilities, (ii) integrate literature from marketing, engineering, and computer science to develop a hierarchy of automation framework and conceptualize and delineate how automation undergirds AI's operations.”	“In turn, we show how technology in general, and AI in particular, can help firms progress up the hierarchy of capabilities.”
(Mogaji et al., 2020)	“While the extant literature extensively covers AI applications that generally benefit businesses and customers, there is scant research on AI deployments that exacerbate problems for financially vulnerable customers.”	“This paper examines the relationships between AI, digital marketing, and financial services in relation to vulnerable customers, highlighting key implications in the collection, processing, and delivery of information, as well as the importance of human connection for optimal customer	“This study provides a theoretical framework to financial services providers, AI developers, marketers, policymakers, and academics, aiding the understanding of the precarious conditions facing vulnerable customers, and the ways in which they can more effectively be reached.”

		experience and engagement with financial services providers.”	
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