



Artificial Intelligence – A Study of Artificial Intelligence Tools on Modern Marketing

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Abstract:-

Artificial intelligence is continually redefining the world. From customer engagement to business profit maximization, it is making a significant impact on the marketing environment. This paper highlights the broad spectrum of AI applications, including marketing, personalized content creation, predictive analytics, desired recommendations, strategy formulation for various systems, and customer segmentation. By leveraging AI technologies, marketing professionals can gain deeper insights about consumer behaviour, deliver targeted messages, and cultivate meaningful relationships with customers. Furthermore, this study entails the challenges and ethical considerations associated with AI implementation, providing an overview of future market trends and customer expectations in this dynamic field.

Keywords:- Artificial Intelligence, Market Trends, Customer Expectation

I.Introduction:-

In today's digital era, we live in a dynamic and competitive world where the proliferation of data and advancements in AI technologies have revolutionized businesses, allowing them to utilize resources to the fullest and achieve greater level of customer engagement. Marketing, being at the forefront of customer interaction, plays an important role in making customers aware of products, services, and company brand value. The integration of AI into marketing strategies offer significant benefits, enabling companies to enhance efficiency and unlock new avenues for customer outreach. This paper delves into the myriad ways AI is reshaping marketing practices. Artificial Intelligence has revolutionized marketing by offering sophisticated tools and insights that improve decision-making, optimize processes, and customize client experiences. The unmatched capacity of AI to process and analyze enormous datasets in real time has raised the bar for data-driven decision making. This skill helps firms in marketing by enabling them to make well-informed decisions based on a thorough comprehension of customer behaviour, preferences, and new trends.

Marketers may refine their efforts and make sure they are not only highly targeted but also highly individualized by utilizing AI marketing solutions.

II.Literature Review:-

In research paper of Mahabub Basha , with the title ‘ Impact of artificial intelligence on marketing’, the study entails that the competitive pressure, media attention, digital maturity, and customers are the important influencing variables in incorporating AI in marketing. According to marketing professionals, the major benefits include increased efficiency, time savings in marketing functions, improved conversion rates, a better understanding of customer information, more feasible marketing decisions, increased ROI, insights, improved service, and customer satisfaction. Improved data analysis and efficient marketing operations are among the other advantages (Basha, 2023).

In research paper of Prof. Thanga Kumar, Shekh Raed Alam, Rupa Kumari Gupta, Bhavik Chopra, and K Pallavi, gives deep insights that artificial intelligence (AI) is fundamentally changing the marketing sector. Marketers can personalize consumer experiences, automate tasks, and make smarter decisions based on data because of AI-powered tools and technology. The ability of AI to assist marketers in having a better understanding of clients is one of the most significant effects on marketing. Numerous marketing jobs, including content production, email marketing, and social media administration, are being automated with AI. Because of this, marketers may concentrate on more strategies. This frees up marketers to concentrate on more strategic tasks like developing connections with clients and coming up with creative marketing campaigns. (Kumar, Alam, Gupta, Chopra, & Pallavi, 2024)

In research paper of A. Lakshmipriyanka, M. Harihararao, M. Prasanna and Y. Deepika, with the title ‘A study on Artificial Intelligence in Marketing’, gives deep insight about the concept of artificial intelligence in marketing, including how it fits into the present marketing landscape, its advantages and disadvantages, how to use it best, and ethical issues. The study highlights that artificial intelligence in marketing is one that is developing quickly and changing how companies approach their marketing strategy. It entails the automation and optimization of numerous marketing procedures via the use of artificial intelligence (AI), machine learning (ML), and other cutting-edge technology. The paper underscores that consumer behavior is becoming more sophisticated and data is multiplying, firms must use these tools to remain competitive (Lakshmipriyanka , Harihararao, Prasanna , & Deepika, 2023).

In research paper of Sanjeev Verma, Rohit Sharma, Subhamay Deb, and Debojit Maitra with the title ‘Artificial intelligence in marketing: Systematic review and future research direction’ , explains that in today's corporate environment, artificial intelligence finds applications in a variety of contexts. Experts and researchers alike think that AI will shape our society in the future. The globe is now a network of interconnected networks due to the growth of technology. Investments in artificial intelligence (AI) for big data analytics to produce market intelligence resulted from the adoption of new technology (Verma, Sharma, Deb, & Maitra, 2021)

III. Need of the study:-

Artificial intelligence plays a pivotal role in uplifting the businesses of the modern day. AI tools have made tasks become easier. AI-driven tools and techniques enable marketers to offer personalized experiences to customers. By analyzing vast amounts of data, AI can predict customer behavior, preferences, and needs, thereby allowing for highly tailored marketing strategies. This personalization can significantly enhance customer satisfaction and loyalty. This study mainly focuses on the AI tools being used for uplifting business firms and how much the firms have integrated the AI tools for reducing human error and ease of tasks.

IV.Objectives of the study:-

1. To identify the various tools of artificial intelligence in marketing.
2. To analyse the purposes for which the AI applications are being utilised by businesses.
3. To evaluate the level of AI integration level in firms.

V.Research Methodology:-

V.1. Data Sources- The Data has been collected through secondary sources. This research paper employs a qualitative approach, utilizing comprehensive reviews of journals, organizational case studies, and online resources.

V.2. Tools and Techniques- The Tools and Techniques used for the work are percentage, bar graphs, and pie-charts.

V.3. Periodicity- Quantitative data of last two years has been taken for analysis and interpretation.

V.4. Research Design- The design of the study is Exploratory and descriptive research approaches.

VI. Analysis and Interpretation:-

Table 1:- AI tools for Marketing

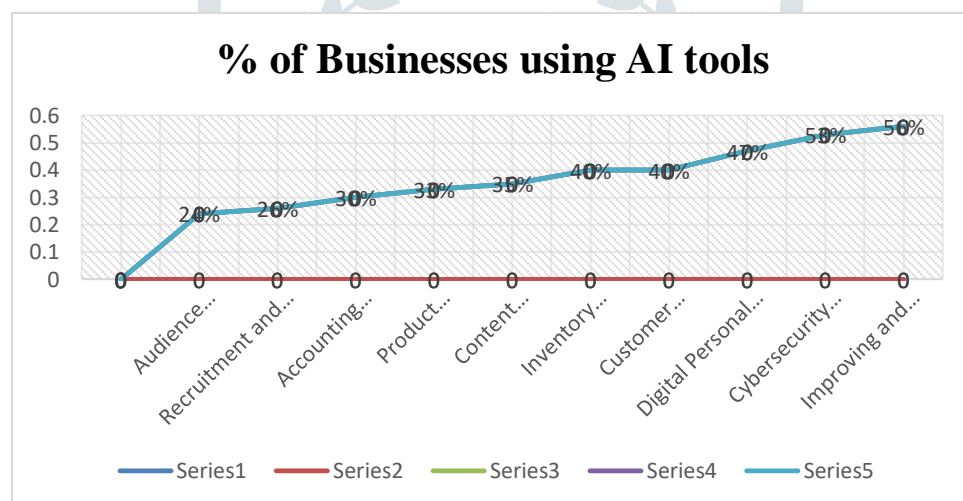
AI tools for modern marketing	Purpose
Chatbots	Instant customer support, answer queries, and guide users throughout the sales funnel, improving user experience and conversion rates.
Jasper	AI marketing platform that generates high-quality ad text, emails, landing pages, articles, and social media posts.
Seventh Sense	AI email marketing solution that ensures emails are sent to each customer at the appropriate moment.
SEMRush	A well-known AI marketing tool, is a comprehensive platform built for digital marketing campaign management.

Brand24	It is a social listening tool that offers a comprehensive suite of features to track brand mentions across the web in real time.
Optimove	AI platform focused on customer relationship management (CRM) and customer retention.

Source :- Secondary data

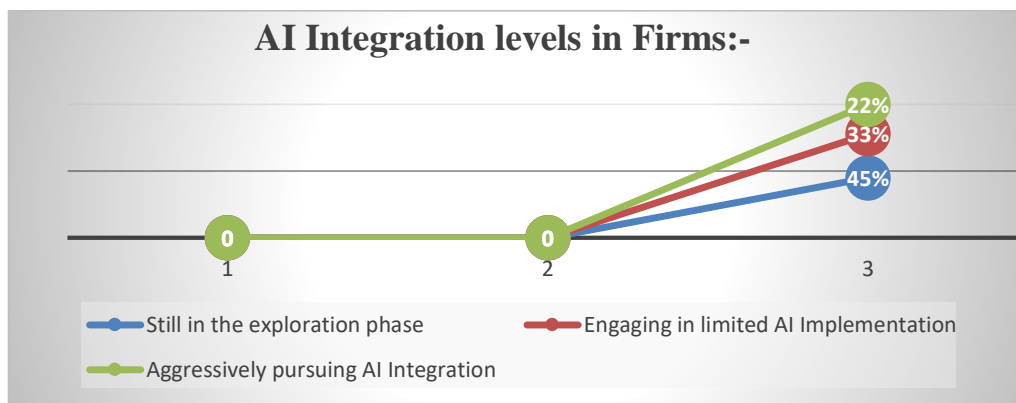
From table 1 , it can be analysed that there are various AI tools for marketing. Chatbots is used for instant customer support, answer queries, and guide users throughout the sales funnel, improving user experience and conversion rates, Jasper is used for generating high-quality ad text, emails, landing pages, articles, and social media posts, Seventh Sense ensures that emails are sent to each customer at the appropriate moment, SEMRush is a comprehensive platform built for digital marketing campaign management, Brand24 is a social listening tool that offers a comprehensive suite of features to track brand mentions across the web in real time and Optimove tool focuses on customer relationship management (CRM) and customer retention.

Figure 1:- Purpose of AI tools being used by businesses.



Source:- AI Applications in businesses according to forbes advisor survey.

From Figure 1 , it can be analysed that AI tools are being used by businesses for various purposes. 56% businesses use AI tools for improving and perfecting business operations, 53% for cybersecurity and fraud management, 47% for digital personal assistants, 40% for customer relationship management, 40% for inventory management, 35% for content production, 33% for product recommendations , 30% for accounting assistance and supply chain operations, 26% for recruitment and talent sourcing, and 24% for audience segmentation.

Figure 2 :- AI Integration levels in firms

Source:- IT Industry Outlook 2024 report.

From Figure 2, it can be interpreted that 22% of the firms are aggressively pursuing AI Integration , 33% are engaging in limited AI implementation and 45% are still in the exploration phase.

VII. Findings :-

From the study it can be analysed that there are various AI tools which can enable the modern marketers to grow and expand their business and make work become easier. The AI tools as per the study which are most commonly used by the modern marketers are Chatbots, Jasper, Seventh Sense, SEMRush, Brand24 and Optimove. The study highlights that, 56% businesses use AI tools for improving and perfecting business operations, 53% for cybersecurity and fraud management, 47% for digital personal assistants, 40% for customer relationship management, 40% for inventory management, 35% for content production, 33% for product recommendations , 30% for accounting assistance and supply chain operations, 26% for recruitment and talent sourcing, and 24% for audience segmentation. Based on the study , it has been found out that 22% of the firms are aggressively pursuing AI Integration , 33% are engaging in limited AI implementation and 45% are still in the exploration phase.

VIII. Conclusion:-

The study underscores the massive potential of artificial intelligence in modern marketing. AI revolutionizes personalized content creation by utilizing big data to generate content tailored to individual tastes and preferences. Today, AI enables marketers to deliver customized communications quickly, maximizing efficiency and effectively identifying customer needs. With access to extensive data, companies utilize predictive analytics to forecast future trends, optimize marketing campaigns, and maximize profits. In a complex market driven by customer demands, predictive analytics helps businesses reshape strategies and make quick, data-driven decisions. AI enhances data analysis, allowing for faster and more accurate conclusions than human counterparts. By leveraging AI technologies such as machine learning and natural language processing, businesses can gain a competitive edge by delivering personalized experiences, optimizing marketing campaigns, and achieving better business outcomes. However, organizations must follow ethical and regulatory norms when implementing AI. Contrary to the myth that AI reduces job

opportunities, its implementation can actually create more job vacancies and opportunities. Despite AI's growing adoption, there are barriers, such as fears of job loss, the complexity of AI tools, and the need for skilled professionals. Therefore, hiring the right talent is crucial for successfully implementing AI across business areas.

IX. References:-

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