



EXPLORING CUSTOMER SATISFACTION IN THE ERA OF AI-DRIVEN DIGITAL MARKETING

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Abstract

Artificial intelligence (AI) has dramatically expanded industry, particularly in the field of digital marketing. Through increasing intelligent search engines, Artificial Intelligence plays a significant role in marketing smarter advertisements, improved content distribution, the use of bots, ongoing learning, the prevention of fraud and data breaches, images and voice identification, sales prediction, predictive customer support, customer segmentation, etc. can better understand the demands of their customers, increasing sales and revenues. The development of artificial intelligence technology change d not only the way marketing activities were conducted but also gave more opportunities to attract in customers. With highly customized services and on-demand customer support, consumers now have an improved experience while reducing the need for timely and expensive to identify future customers; Artificial Intelligence technology can effectively analyze customer wants. In the last decade the digital marketing has in the top position in marketing field and many customer are prefers online based platform. This study will look at how artificial intelligence (AI) is used in the digital marketing sector.

Keywords: Artificial intelligence, Digital marketing, Customer service.

Introduction

In recent years the digital marketing and artificial intelligence are rapidly developing technologies. Artificial intelligence is now pervasive in our world. They include self- driving cars, chess play, theorem proving, music performance, art, etc. It is currently involved in a wide range of sub fields, from the general to the specialized..One of the exciting and the all areas of computer science with a bright future is artificial intelligence. Artificial Intelligence has a high tendency to make a machine function like a human. In digital marketing we can use mostly in the online platform like social media, websites, mobile app etc. More the peoples are changing the promotion activity in traditional marketing to digital marketing. We can identify the customer interested product based on the image recognition technology. Artificial Intelligence is increasingly widely used in the field of digital marketing as well, quietly improving websites' customization, pay-per- click advertising effectiveness, content creation, behavior prediction, and other processes. The other is the customer- facing element, where marketers use artificial intelligence to improve the client experience, so enhancing the

brand and boosting sales. In fact, 75% of businesses that use artificial intelligence and machine learning claim that it improves consumer satisfaction.

Statement of the problem

In the developing world the Digital marketing requires an in-depth grasp of customers' needs and wants. The customer buy pattern is changing rapidly. Massive amounts of data are gathered during the personalization process of the customers allowing businesses to more accurately pinpoint consumer behavior and interests across a variety of platforms, better match customer interest with relevant content, by AI technologies. Given all the advantages of implementing AI technology in marketing, this increase is not at all unexpected. Additionally, they will be able to identify current trends and forecast them for the future, which will help them make sure that their marketing strategies are successful. How the customer is influence by the factors of artificial intelligence on digital marketing? And what is the digital marketing strategy used to attract the customer?

Objective of the study

- To analyses the factors that influence artificial intelligence on digital marketing
- To analyses the strategies used in digital marketing.
- To predict the customer needs and wants in the future.

Research Methodology Sampling design:

- Convenient sample design was used in this research. A design is consider as the framework or plan for a study that guides as well as helps the data collection and analysis of data.
- Present study is an analytical and descriptive in nature and based on empirical study.

Tools and Techniques:

1. Simple percentage
2. Correlation Analysis

Data Collection:

•Primary data:

The Primary data have been collected from the respondents through the questionnaires to a sample of 122 customers selected from Erode cities.

•Secondary data:

The Secondary data have been collected from journals, magazines and websites related to digital marketing and artificial intelligence.

Review of literature

• **S M Nazmuz Sakib**⁽²⁰²²⁾, Artificial intelligence is a critical tool for marketers since it eliminates human faults such as delays, biased approaches, and other minor flaws. Artificial intelligence, artificial neural, pattern recognition, big data, automation, and other buzzwords are familiar to marketers. On the other hand, marketing can be defined as a management process involving delivering goods and services to customers. It is founded on business strategy from the perspective of client needs and satisfaction.

• **Xue Yang**⁽²⁰²¹⁾, the development of artificial intelligence technology has greatly helped social productivity and economic growth. In modern e-commerce, the company is customer-centric. Customized solutions for customers can shorten the distance with customers, better communicate with customers back and forth, and form customer loyalty in a business environment. At the same time, we have changed modern marketing methods, provided technical assistance for precision marketing, improved modern marketing efficiency, and effectively reduced marketing costs. Compared to traditional marketing, artificial intelligence technology is applied to accurate marketing activities.

• **Dr. Amol Murgai**⁽²⁰¹⁸⁾, Artificial Intelligence is an increasingly popular term that lacks a unified, concrete definition. It is that activity devoted to making machines intelligent, and intelligence is that quality that enables an entity to function appropriately and with foresight in its environment. Technically speaking, Artificial intelligence is an integration process in between cloud computing, network devices, robots, computer, and

digital content production and in various business processes, systems, and daily life operations. The present discusses the changing scenario of marketing especially digital marketing. The paper goes on discussing the possible sectors in digital marketing where artificial intelligence has made its presence felt.

Factors Of Artificial Intelligence On Digital Marketing

We are known about how artificial intelligence is improved and transform the face of marketing. It has changed the way that we have interact with the customer. AI has enhanced the increase of sales and acquire the new customer. Through his marketers can manage and retain the customers.

• Chatbots:

Chatbots are one of the most prominent uses of AI in marketing. They support client interaction and improve the user experience on your company's website. They make it easier for you to communicate with clients or potential leads anytime they visit your website. It engages people in a discussion that is human-like and responds to the majority of frequently asked questions. In addition to improving user experience, this helps in lead generation. Additionally, feedback is gathered using chat bots.

• Personalized Product Recommendations:

One of the AI technologies that is frequently used by e-commerce and retail firms. Such brands are better able to service their customers according to personalized product recommendations. They know what the clients are interested in based on their browsing and purchasing patterns, among other things. This promotes sales by helping in different goals. A lot of time and money are also saved.

• Enhanced Shopping Experience:

Artificial Intelligence has significantly changed how we shop. To enhance the shopping experience, many firms have begun to test smart technology. This makes it easier for the buyer to visualize the things they are selling. For instance, customers can simply step in front of their phone camera to see how a dress appears on them. This enables consumers to choose the product that is best for them and makes the purchase process simple.

• Search Engine Optimization (SEO):

The technique of increasing the quantity and quality of search engine traffic to a website or web page is known as search engine optimization (SEO). SEO focuses on organic traffic as compared to paid or direct traffic. Unpaid traffic can come from a variety of searches, including picture, video, news, academic, and vertical search engines that specialize to particular industries.

• Image and Voice Recognition:

When it comes to machine vision, image recognition refers to a program's capacity to recognize items, people, places, writing, and actions in images. To recognize images, computers can employ machine vision technology in conjunction with a camera and AI programs. The guidance of autonomous robots, self-driving cars, and accident-avoidance systems are just a few examples of the many machine-based visual tasks that involve picture recognition. Voice recognition describes a machine's capacity to listen, understand, and execute spoken orders. The development of voice assistants and artificial intelligence increased awareness of the technology with the customer. These days, voice assistants like Google Assistant, Apple's Siri, and Amazon's Alexa are all widely used. The general aim behind these gadgets is to make life easier.

Analysis and Interpretation of the study

In total, 122 respondents were participated in data collection through the questionnaires. The survey was done through the Google forms. The below table no 1 depicts the extensive details about the demographic profile of the respondents.

Table No 1

Particulars	Frequency	Percentage
Area of the Respondent		
Urban	54	44.3
Semi Urban	28	23.0

Rural	40	32.8
Total	122	100.0
Age of the Respondent		
18 -20 years	68	55.7
20 -30 years	35	28.7
30 -40 years	16	13.1
Above40years	3	2.5
Total	122	100.0
Gender		
Male	38	31.1
Female	84	68.9
Total	122	100.0
Education		
Up to HSC	14	11.5
Under Graduate	87	71.3
Post Graduate	7	5.7
Diploma &Others	14	11.5
Total	122	100.0
Occupation		
College Student	78	63.9
Self Employed	11	9.0
Employee	17	13.9
Others	16	13.1
Total	122	100.0

The above table clearly depicts the area of the respondents in Urban 54(44.3%), Semi-Urban 28(23%) and the rest of the person are belongs to the Rural 40(32.8%). The most of respondents are belongs to the Urban Area 54(44.3%). The age of respondents at the age of 18–20 years 68(55.7%), 20-30 years.35 (28.7%), 30 – 40 years 16(13.1%) and the rest of the respondent belong to the age of above 40 years 3(2.5%). The majority of the respondents are from 18 to 20 years (55.7%). The gender of the respondents were Male representing 38(31.1%) while female representing 84(68.9%). The education of the respondents 14(11.5%) belongs to Up to HSC, 87(71.3%) belongs to Under Graduate, 7(5.7%) belongs to Post Graduate and 14(11.5%) belongs to diploma and others. The majority of respondents are belongs to Under Graduate 87(71.3%). The Occupation of the respondents, College Student 78 (63.9%), Self- employed 11 (9.0%), Employee 17 (13.9%) and others 16(13.1%). The majority of the respondents are College Student 78(63.9%).

The below table no 2 has provided the extensive details about factor influence the artificial intelligence used in digital marketing.

Table No 2

Particulars	Frequency	Percentage
Which factor influence the AI used in digital marketing		
Chatbots	35	28.7
Voice Activated Assistance	59	48.4
Image Recognition	28	23.0
Total	122	100.0

The above table clearly depicts the factors influence the AI used in digital marketing is chat bots 35(28.7%), Voice activated assistance 59(48.4%) and Image recognition 28(23.0%). Thus the most of the respondents are influenced AI by voice activated assistance on digital marketing 58(48.4%).

The below table no 3 has provided the extensive details about marketing strategy is influenced the customer for shopping.

Table No 3

Particulars	Frequency	Percentage
Which marketing strategy is influenced you for shopping?		
Advertisement	46	37.7
Social Media Marketing	58	47.5

Influencer Marketing	10	8.2
Pay Per Click	8	6.6
Total	122	100.0

The above table clearly depicts marketing strategy is influenced the respondents for shopping, 46(37.7%), Social media marketing 58(47.5%), Influencer marketing 10 (8.2%) and Pay per click 8(6.6%). Thus the most of the respondents are influenced by 58(47.5%) social media marketing strategy for shopping.

The above table clearly depicts marketing strategy is influenced the respondents for shopping, 46(37.7%), Social media marketing 58(47.5%), Influencer marketing 10(8.2%) and Pay per click 8(6.6%). Thus the most of the respondents are influenced by 58(47.5%) social media marketing strategy for shopping.

Correlations Analysis

The below table no 4 has provided the extensive details of customer satisfaction for factor influence the artificial intelligence used in digital marketing and the benefits of artificial intelligence on digital marketing using correlation analysis.

Table No 4

Correlations			
		WHICH FACTOR INFLUENCE THE AI USED IN DIGITAL MARKETING?	WHAT ARE THE BENEFITS OF AI ON DIGITAL MARKETING?
WHICH FACTOR INFLUENCE THE AI USED IN DIGITAL MARKETING?	Pearson Correlation	1	-.159
	Sig.(2-tailed)		.080
	N	122	122
WHAT ARE THE BENEFITS OF AI ON DIGITAL MARKETING?	Pearson Correlation	-.159	1
	Sig.(2-tailed)	.080	
	N	122	122

In table, factors influence the AI in digital marketing is taken as independent variable and the benefits of AI on digital marketing is taken as dependent variable.

It clearly depicts that Independent variable is 80% influencing the dependent variable which means there is 80 percentage correlations (relationship) between these two variables.

Findings of the study

As the result of the survey, 122 respondents were participated and answered the questions related to customer satisfaction towards artificial intelligence on digital marketing.

- The most of respondents are belongs to the Urban Area 54(44.3%).
- The majority of the respondents are from 18 to 20 years (55.7%).
- The majority of respondents are Female 84(68.9%).
- The majority of respondents are belongs to Under Graduate 87(71.3%).
- The majority of the respondents are College Student 78(63.9%)
- The most of the respondents are influenced AI by voice activated assistance on digital marketing 58(48.4%).
- The most of the respondents are influenced by 58(47.5%) social media marketing strategy for shopping.
- The correlation depicts the independent variable is 80 percentage influencing the dependent variable.

Suggestions:

- Artificial intelligence also needs to be implemented in cyber security
- Using chat bots or other automated technologies to reduce employee stress and free up customer waiting time.
- Increase image recognition to reach return on investment at maximum
- Artificial intelligence supported decision- making to transformation of devices.
- A business enables chat bots to drive awareness and acquire more customers.
- Using customer data to predict which aspects are most likely to influence the customer.
- Artificial intelligence is assisting businesses in both increasing revenue, save time and reducing costs.

- Can Update the artificial intelligence technology and make qualities better.
- Design the user friendly website, where your customers will purchase your products or check out your services.
- Optimize your site for mobile users won't access your site all on desktop. If you want to ensure you're providing the best experience for everyone who visits your site, make sure your site is mobile-friendly

Conclusion:

Artificial intelligence is already transforming the business technological landscape through big data, machine learning, and perfect solutions. Companies alter their business practices to become more responsive, productive, and competitive. New opportunities have constantly been produced by technological advances. Just as the introduction of television heralded new phase of truly mass. For major brand and companies that use technology to expand their business, AI has become main stream. This study increased our understanding of what Artificial Intelligence really is, and how it affects the business, customer, and the whole society in general. The aim of this study was to study the impact of using AI to enhance the customer overall experience.

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