REVOLUTIONIZING MARKETING: HOW AI IS TRANSFORMING CUSTOMER ENGAGEMENT

Abhishek Raghulan*1 and N. Jayanthi2

[1]Associate Professor (MBA Department), T. John College, Bangalore.
[2]Assistant Professor (MBA Department), Vels Institution of Science Technology & Advanced Studies (VISTAS), Chennai.
r_abhi_24@yahoo.com

Abstract

This paper digs into the progressive effect of Man-made brainpower (simulated intelligence) on the scene of promoting and its significant ramifications for client commitment. AI's integration into marketing strategies has ushered in a paradigm shift, redefining how businesses interact with and understand their customer base. Through an in-depth exploration of AI-powered tools and their application in marketing, this study illuminates the transformative potential of AI in driving personalized, data-driven customer experiences. By analysing AI-driven innovations across various marketing domains, from predictive analytics to chatbots and recommendation systems, this paper elucidates the pivotal role of AI in enhancing customer engagement. Total data collected during 2013 to 2023 is 28, 893. But during 2023 majority of the author published their article using AI software. It was found that major countries using this AI software in the marketing field is China and Australia because most of the authors published their article from these countries only. Furthermore, it discusses the challenges and opportunities presented by AI adoption in marketing, emphasizing the need for ethical considerations and strategic implementation for maximum impact. Ultimately, this paper underscores AI's pivotal role in reshaping marketing practices, enabling businesses to forge deeper connections and cultivate enduring relationships with their audience in the digital age.

Keywords: Artificial Intelligence, Marketing, Customer Engagement, Personalization, Data-driven Strategies, AI-powered Tools, Predictive Analytics, Ethical Considerations.

1. Introduction

Marketing (**Shembekar & Ambulkar, 2020**) revealed in that AI stands out as a pivotal domain within business Operations on the verge of substantial change through the incorporation of artificial intelligence (AI). (**Caruelle et al., 2022**) According to a McKinsey study, marketing, alongside sales, is identified as the business function with the most substantial financial impact due to AI implementation. (**Berendt 2020**) This underscores the significance of utilizing AI for marketers, as it represents a transform at technology with unparalleled benefits. (**Jeon, 2022**) In to-day's landscape, it is increasingly uncommon to find marketers not utilizing AI in some capacity, given the prevalence of tools equipped with AI features. (**Petrescu & Krishen, 2023**) From widely used these resources span from web-based entertainment and web search tool promoting answers for email advertising structures, online business stuff,

and help with content material approach consistently coordinate man-made intelligence functionalities into ordinary tasks.

It's crucial to clarify that the AI in business, (**Hermann, 2021a**) particularly in marketing, does not refer to "gen-eral" AI – machines capable of human-like thinking and communication across various tasks. (**Kopalle et al., 2021**) Instead, contemporary AI in business serves as software designed to enhance specific tasks, such as optimizing advertising placement for efficiency or personalizing emails to boost response rates. (**Ziyun et al., 2021**) Notably, these AI systems improve with exposure to more data.

Despite the proliferation of AI tools and their increasing integration into daily marketing practices, (**Chintalapati et al., 2021**) The evaluation was led at the functioning capital inside the economic office one may enjoy recommends that numerous advertisers regularly embrace them in an unconstrained way. Many showcasing divisions are still without a certain together, gadget located strategy for executing crucial computer based totally intelligence tasks (**Mari, 2021**) Equally important, many fall behind in cultivating an AI-friendly, data-centric culture and developing the necessary competencies and upskilling initiatives to meet the growing demand for AI-related skills.

Data Analysis and Insights: AI processes large volumes of data to extract meaningful insights about consumer behaviour, preferences, and trends. It enables marketers to make data-driven decisions and refine strategies for better results.

Personalization: AI allows for highly personalized marketing efforts by tailoring content, recommendations, and offers based on individual user profiles. Personalization enhances customer engagement and satisfaction, fostering stronger brand loyalty.

Chatbots and Customer Support: AI-powered chatbots provide instant and efficient customer support, addressing inquiries and issues 24/7.Automation of routine queries allows human agents to focus on more complex tasks, improving overall customer service.

Four Predictive exam: AI calculations empower prescient examination, supporting advertisers with looking forward to patterns and client conduct. Forecasting allows businesses to proactively adjust their strategies to stay ahead in the market.

Ad Targeting and Optimization: AI enhances ad targeting by analysing user data and behaviour to deliver more relevant and timely advertisements. Automated optimization of ad placements improves the efficiency and effectiveness of marketing campaigns.

2. Review Of Literature:

(**Lakhan, 2022**) Artificial Intelligence (AI), akin to human intelligence, encompasses the intelligence exhibited by machines. (**Jabeen, 2022**) It consists of making ready machines and models to foresee effects and supply replies in a manner that imitates human know-how. (**Y.- I. Lee and Trim, 2022**) The intention of artificial intelligence is to outfit programming fit for wondering on enter and clarifying the result thru diverse techniques. (**Hermann, 2021b**) artificial intelligence has pervaded basically each location throughout ventures, traversing from money and show-casing to well-known enterprise the executives. In identical, statistics science facilities

around route knowledgeable by way of bits of expertise accumulated from facts examination, outperforming dependence exclusively on the chief's intuition and enjoy. (**Mayahi and Vidrih, 2022**) This paper dives into how the cooperative power of records technology and guy-made reasoning has reshaped commercial enterprise tasks, in this way enhancing the scene of critical navigation and sports in both medium-scale and large measured ventures.

(**Moradi, 2021**) The reason of this phase is to make clear the connection amongst consumers and simulated intelligence in the industrial centre. to accomplish this goal, the section utilizes a writing survey technique, looking at in advance writing on synthetic intelligence from a purchaser conduct point of view and checking out the discoveries coherently. (**Haleem et al., 2022**) The survey demonstrates a alternate within the customary commercial centre, developing from solely human-to-human communications to enveloping human-to-artificial intelligence and pc based intelligence to-simulated intelligence connections. (**J.- H. Lee, 2021**) on this clever business middle, as customers draw in with synthetic intelligence, they go through new encounters that bring out sure or terrible feelings. moreover, consumers foster specific institutions with guy-made intelligence, going from an employee.

(**Zhang et al., 2022**) This examination orders three as of late arisen innovation apparatuses — large information investigation, man-made consciousness (**computer based intelligence**), and online entertainment showcasing re-search and assesses their individual commitments to improving MO.(**Liu-Thompkins et al., 2022**) The empirical findings from a pattern of 442 companies monitor that each one 3 classes exert great effects on MO,(**Eriksson et al., 2020**) with AI proving to be the maximum influential, observed via massive statistics analytics and social media advertising studies, in that order.(**Jeffrey, 2021**) At the forefront of contemporary disruptive marketing, (**Petrescu et al., 2022**) the pivotal force lies in tailoring commercial messages to achieve an unparalleled intimacy with consumers through the integration of data analytics and artificial intelligence (AI). (**Ma & Sun, 2020**) Although the positive contributions of AI to marketing and advertising are extensively acknowledged, there exists a lesser comprehension of its potential adverse effects on individuals and society. (**Sands et al., 2022**) This research delves into the perceptions of Generation Z (**Gen Z**) regarding AI in marketing, aiming to enhance our collective understanding of its overall impact. The study examines participants' levels of (1) (**Padigar et al., 2022**) revealed approximately the notice and comprehension of AI in advertising and marketing, (2) apprehension approximately records privacy, and (3) issues regarding psychological influences.(**Perret & Heitkamp, 2021**) despite the diverse applications of AI, its recognition in the subject of advertising has now not executed considerable recognition.(**Sundararajan et al., 2022**) However, the immense potential of AI has the capacity to fundamentally trans-form the landscape of marketing, rendering the subject highly pertinent for businesses. (**Pathak & Sharma, 2022**)   Through an examination of modern-day applications, prospective use instances inside the close to future, possibilities for implementation, and areas for optimization, this study pursuits

to offer an intensive comprehension of the enduring have impact on of AI on advertising and marketing and as a subject.

(**Chen et al., 2021**) in spite of the various programs of AI, its popularity in the subject of advertising and marketing has not achieved a sizable reputation. (**Thonti-rawong & Chinchanachokchai, 2021**) however, the monstrous volume of AI has the capacity to basically transform the panorama of advertising, rendering the difficulty rather pertinent for agencies. (**Stone et al., 2020**) via an exam of cutting-edge packages, prospective use instances in the near destiny, possibilities for implementation, and regions for optimization, (**Keegan et al., 2022**) this examines pursuits to offer a radical comprehension of the enduring influence of AI on marketing and as a field.

3. METHODOLOGY:

The usage of bibliometric evaluation, together with quotation and co-citation evaluation, provides a sturdy method for analysing styles and traits inside already published papers throughout various scholarly fields. This approach is instrumental in figuring out winning colleges of idea, if any, inside precise regions of study (**Mandal, 2017; Chris-tie, 2008**). using an objective philosophy, bibliometric analysis applies a quantitative investigative approach to written files, such as journals, books, and web sites. It consists of getting ready machines and fashions to foresee outcomes and give replies in a way that imitates human know-how. (**Y.- I. Lee and Trim, 2022**) The intelligence is to outfit programming prepared for thinking on enter and explaining the end result thru exceptional techniques. (**Hermann, 2021b**) man-of artificial intelligence has penetrated essentially each region throughout ventures, crossing from money and advertising to trendy enterprise the executives. In identical, information technological know-how facilities around direction informed by using bits of understanding amassed from records exam, outperforming dependence completely on the chief's intuition and enjoy. reference and co-reference assessment consideration on finding out growing subjects in brilliant areas of be aware, surveying the effect of different diaries, and portraying restrictive sources of idea (**Nyagadza, 2020**). Going past simple identity and examination of references, beyond exploration have explained the individual and path of the development of a subject, looking at which diaries and creators have contributed worth to numerous professionals via coordinated attempt.

Bibliometric studies, enveloping examinations along reference and co-reference examinations, exhibit valuable for diving into the turns of activities and characteristics of previously dispensed creative creations in educational fields. The composed assessment fills in as a facilitator for investigating, coordinating, and articulating works of artwork in a selected region (**Diodato, 1994; Ferreira et al., 2014).** Bibliometric investigations guide series improvement, signify institutional furnish characteristics, and locate quotation/co-reference characteristics and re-sources of concept (**Lewis and Alpi, 2017**). specialists, embracing an objectivist concentrates on way of questioning, hire bibliometric investigation as a strong quantitative tool for examining distributed files for the duration of insightful locales (**Diodato and Gellatly, 2013**).

The creators extricated bibliometric statistics from the Scopus information set, making use of the watchword "virtual publicizing," taking into account related terms like "long range interpersonal communication on the web," "virtual leisure offers," "advanced trade," "data mining," and "records structures."

They opted for Scopus due to authorized get admission to, acknowledging capability future analysis on databases like net of technological know-how.

The dataset, originating from 1982, become filtered for the years 2000 to 2019 to align with the net's twenty first-century proliferation. All document types were taken into consideration to comprehensively investigate digital advertising and marketing's theoretical and practical development across scholarly fields. comparable techniques had been applied in different research for representing the complete digital advertising research (**Ghorbani et al., 2021**).

For "general citation," the entire range from 0 to 305 turned into taken into consideration to capture both distinctly stated and much less-cited articles, differentiating between impactful and mediocre research. In Bradford regulation Zones, all sources had been considered, resulting in 925 papers for evaluation. the usage of R programming's bibliometrics package, the authors retrieved and processed the information from the Scopus facts.

4. Result and Discussion:

4.1 Publications in each year:

The facts were gathered by means of the usage of the size app, which includes two decades of facts, but for this analysis, I have amassed the best 10 years of statistics as this AI software is newly developed, so there'll be no use if I collect records after 2013. From the below Table 1, it was proven that during 2014, the total publication was very low; they were not aware of this software, so the publication was 6,257. In the same situation, in 2015, the total article was 6244, and in 2017, it was 7040. The trend increased during the year 2018 when it was 10,509; it gradually increased in the following years: 2019 was 11,053; 2020 was 13,472; the adoption of artificial intelligence steadily increased, reaching its peak in 2022, so 20,566 publications were published when a significant number of individuals became familiar with it and started integrating it into electronic human resource management (EHRM).

Table 1 Guide in every year

| Years	No of publications
2014	6257
2015	6244
2016	7040
2017	7782
2018	10509
2019	11052
2020	13472
2021	17477
2022	20566
2023	20564

Figure 1 Publication in every year

4.2 Relationship Between Keywords, Sources and Authors:

The file highlighted three preparations of difficulty investigations that authorised the relationship among creators, catchphrases, and resources. inside the left phase, author names have been counted, the center segment integrated key expressions, and the proper phase exhibited the comparing mag names. This affirms that a larger part of creators perceived automatic publicizing as a goliath watchword. be that as it could, one-of-a-kind painstakingly related terms, which contain "digital amusement selling," "internet," "tool mastering," "internet 2.0," "informal com-munities," "client pursuing administration," "facebook," "Twitter," and others, had been also utilized in various ex-aminations articles. A detectable springing up pattern is the mix of digital amusement through corporations looking for to have cooperation with customers through every online and disconnected roads.

Fortune four hundred groups are more and more leveraging popular social media structures including fb, Twitter, YouTube, and company blogs of their advertising and marketing conversation campaigns. previous researchers who applied digital advertising and marketing as a key-word additionally included the aforementioned terms of their studies. despite the fact that, the facts indicate a heightened emphasis on virtual advertising as compared to other key phrases. This emphasis may be ascribed to the considerable adoption of virtual advertising, surpassing other semantic terminologies conveying similar meanings. sincerely each magazine contributed flippantly to this situation, with precise journals like the magazine of Direct, statistics, and virtual marketing exercise main advancements in the field. despite the superiority of cellular advertising and marketing within the digital realm, as indicated by means of preceding researchers, it remains a compelling aspect of digital advertising.

Figure 2. Three Field analysis Digital Marketing
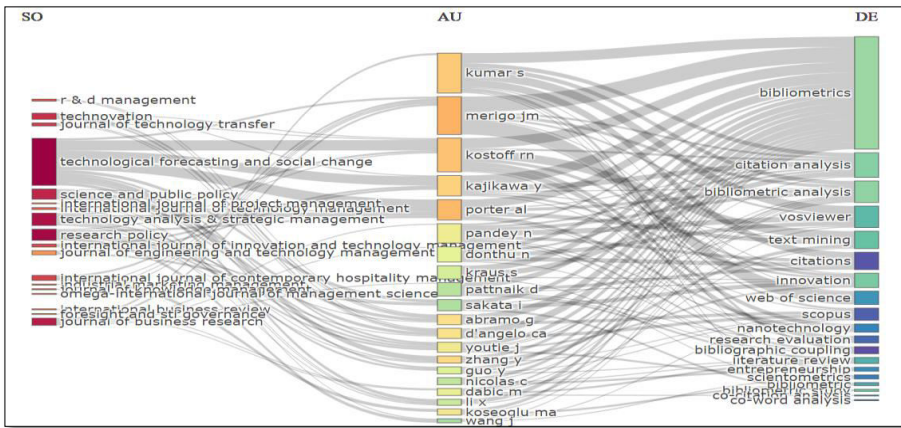
### 4.3 Keywords involvement in the academic journals:

Table 3 outlines the utilization of specific keywords within articles or surveys. Here's a synopsis of the data: • Out of 5676 instances, authors employed the keywords "Artificial Intelligence," "Marketing," and "Decision Support System" a total of 1286 times, indicating limited usage by authors. • The most prevalent keyword was "Decision making," appearing 109 times in articles. This highlights its widespread usage among authors. • Conversely, "artificial intelligence" and "resources allocation" were less frequently utilized, with only 673 and 483 instances, respectively. This suggests a lower author adoption, potentially due to limited awareness. However, future trends might elevate their usage, especially considering the increased prevalence of "artificial intelligence" and Digital Marketing across IT and other fields. • In summary, Table 3 data displays varied usage patterns of specific key-words among authors, with "online digital marketing" being the most prevalent, while "artificial intelligence" and

"electronic" exhibit lower current usage but potential for increased popularity in the future.

Table 3 Keywords involvement in the academic journals

Keyword	Occurrences	Total link strength
Artificial Intelligence	673	661.00
Marketing	482	481.00
Decision Support Systems	131	130.00
Decision making	109	109.00
Electronic Commerce	93	93.00
Commerce	84	84.00
Mathematical Models	80	80.00
Sales	79	79.00
Computer Simulation	76	76.00
Data Mining	71	71.00
Algorithms	61	61.00
Neural networks	57	57.00
Learning Systems	57	57.00
Competition	56	56.00
Decision Theory	54	54.00
Problem Solving	48	48.00
Strategic Planning	46	46.00
Forecasting	46	46.00
Experts systems	46	46.00
Genetic Algorithms	39	39.00

**Figure 3** Keywords involvement in the academic journal
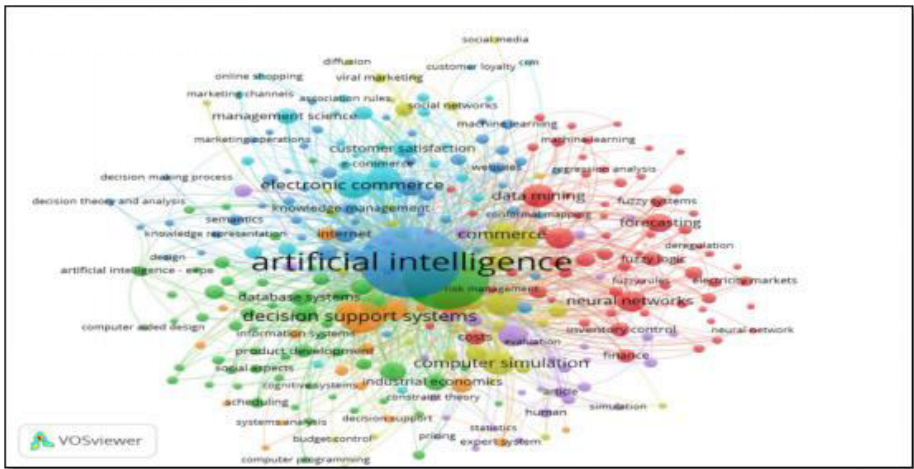
4.4 COUNTRIES INVOLVEMENT IN DIGITAL MARKETING:

In the examination of diverse nations' contributions to scholarly works on digital advertising through bibliometric evaluation, it become discovered that the Australia led with the very best range of contributions (1203 papers). China secured the second one position on this advertising and marketing discipline with 681 papers but, while considering MCP (a couple of U.S. Papers) or collaborative authorship with different nations, the Australia ranked first, accompanied through China in 2d area. India's authors did not secure the second role in this element. furthermore, the UK maintained a big level of contribution, even as different nations like Belgium, Brazil, Brunei, Bulgaria and Canada.

Given the substantial contributions from Austria, China, and Bangladesh, one would theoretically anticipate a higher level of collaboration among researchers from these nations. This anticipation aligns with Figure 4, con-firming the elevated collaboration among these countries. Brazil and Brunei while not making significant individual contributions, demonstrated substantial collaboration with authors from other nations.

From a continental perspective, Australia and China emerged as the primary contributors, followed by Asia. However, Bangladesh and Canada lacked notable contributions, possibly due to economic and demographic disparities. Many countries in these regions are less developed compared to the prominent contributors. Another noteworthy observation is the Brunei and Bulgaria gap," where countries situated north of the equator made less contribution when compared to other major countries.
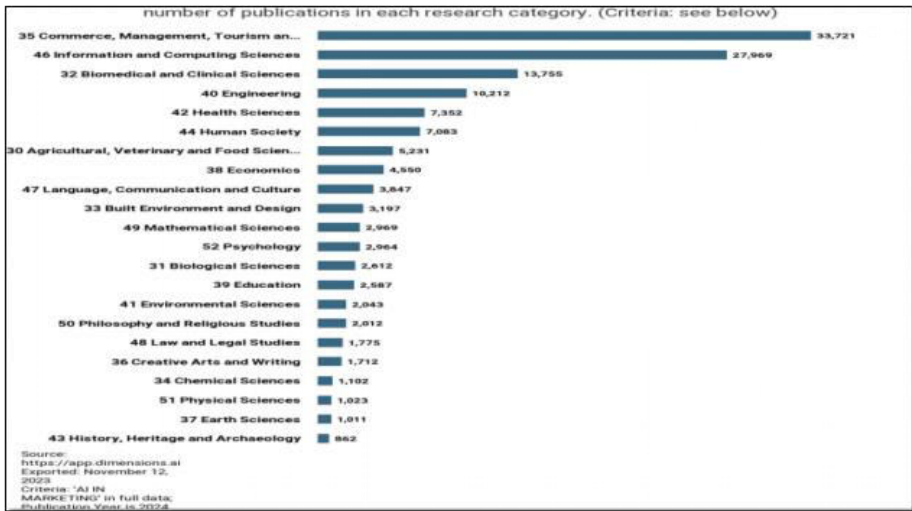
Figure 4

Country Collaboration Map
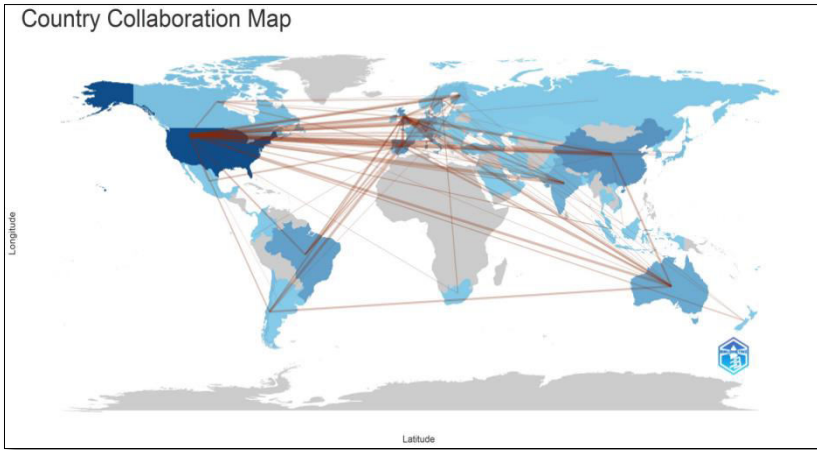
Table 4. Contribution by the countries for the Digital Marketing

Country	TC	Average Article Citation
Australia	1203	36.50
Austria	51	10.20
Bahrain	6	6.00
Bangladesh	268	53.60
Belgium	96	24.00
Brazil	20	6.70
Brunei	6	6.00
Bulgaria	7	7.00
Canada	185	14.20
China	681	8.10

4.5 Publication as per research categories:

Figure 5 revealed the major publications that happened in categories like commerce, management, tourism, Tour-ism and services. From this data, we can find out that the majority of the authors published articles in these major categories only. Then, runner up goes to information and figuring science, where almost 27,969 distributions arise in this category; 0.33 spot is going to biomedical and clinical science, which is nearly 13,768; but contrasted with exchange and software engineering, this is much less for the reason that clinical is extra difficult than the alternative subject, so contrasted with the opposite, that is extremely less inclined to distribute extra papers on this elegance. Then comply with designing, human technological know-how, human culture, farming, economic aspects, language, Communication and Economics, Language, Communication and culture where the author publication is very less all will fall around 7000 to 3500 least categories is Mathematics where we all know how though it is so many will not like that paper and it is not so easy as compare to other categories so the publication for that paper is very less when compared to all other categories.

Figure 5 Number of publications in each category

Number of publications in each research category. (Criteria: see below)

Category	Number
35 Commerce, Management, Tourism an...	33,721
46 Information and Computing Sciences	27,969
32 Biomedical and Clinical Sciences	13,755
40 Engineering	10,212
42 Health Sciences	7,352
44 Human Society	7,083
30 Agricultural, Veterinary and Food Scien...	5,231
38 Economics	4,550
47 Language, Communication and Culture	3,847
33 Built Environment and Design	3,197
49 Mathematical Sciences	2,969
52 Psychology	2,964
31 Biological Sciences	2,612
39 Education	2,587
41 Environmental Sciences	2,043
50 Philosophy and Religious Studies	2,012
48 Law and Legal Studies	1,775
36 Creative Arts and Writing	1,712
34 Chemical Sciences	1,102
51 Physical Sciences	1,023
37 Earth Sciences	1,011
43 History, Heritage and Archaeology	862

Source:
https://app.dimensions.ai
Exported: November 12,
2023
Criteria: 'AI IN
MARKETING' in full data;
Publication Year is 2024

5. Conclusion:

In precis, the combination of artificial Intelligence (AI) in marketing represents a profound shift in how corporations hook up with their audiences. AI's transformative impact on customer engagement is unmistakable, reshaping traditional marketing strategies into dynamic, data-driven approaches. As AI continues to evolve, its ability to personalize interactions, predict consumer behaviour, and streamline marketing processes presents unparalleled opportunities for brands to forge deeper, more meaningful connections with their customers. Embracing AI-driven improvements in marketing now not only enhances efficiency but additionally empowers companies to deliver tailored, attractive studies that resonate with contemporary purchasers. This paradigm shift in marketing heralds a future in which AI serves as a cornerstone for cultivating enduring relationships among manufacturers and their audiences. Even as "virtual advertising" emerges as the most normally studied keyword, other regions like client conduct, social networks, system gaining knowledge of, big statistics, advertising, mobile advertising and marketing, net 2.0, and branding warrant investigation. Secondly, Australia and China were the nations that published most of the articles associated with virtual advertising, marketing, and AI that became used inside the advertising. Then at that factor, next in line goes to statistics and figuring technology, wherein just about 27,969 circulations emerge in this class; 0.33 spot is going to biomedical and medical science, which is sort of thirteen,768; but diverged from exchange and laptop programming, this is considerably much less for the rationale that clinical is more troublesome than the optional problem, so regarded differently with regards to the inverse , this is very less leaned to suitable additional papers in this polish. Then, at that factor, consent to planning, human mechanical potential, human way of life, cultivating, financial perspectives, language.

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