



Marketing Reimagined for the AI Era: Strategies Implemented for Unlocking and Harnessing Innovation in Customer Engagements and Experiences

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ABSTRACT

Background: In this technological era, modern-day customers are inclined towards technology and prefer supporting elements that empower engagement to be experiential and intuitive. Artificial intelligence works to redefine a company's ability to know, reach, and communicate with its customers. The background of the study focuses on discussing the updates concerning the arrival of AI into marketing strategies and how its emergence has brought a redefinition into customer engagement strategies.

Purpose: The main purpose of research aims to bring to light how AI-based tools and techniques have been adopted into marketing for the value-added engagement of customers. It will also analyze the degree of personalization that has been affected by AI implementation.

Methods: The study and method adopt descriptive research and are review-based. It involves the evaluation of knowledge procured from various secondary sources, and this study has considered many research publications for determining the very fast-changing sector and power of artificial intelligence within the marketing field and how it influences companies into engaging with their customers.

Results: The result of this academic research might open new frontiers directed by AI-powered strategies and tactics, providing competitive leverage opportunities among businesses. Moreover, AI gives the opportunity for businesses to get distinguished in their services rendered to consumers.

Conclusion: AI has shown great promise in marketing as a means of enhancing communication with customers. Marketing here, on behalf of AI, further creates an experience with respect to the customer experience, setting the dynamic revolution for marketing. Henceforth, merging AI into data marketing will allow the company to generate a close rapport with their tech-savvy customers.



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1. Introduction

The whole marketing industry is being transformed by artificial intelligence (AI) with the revolution and potential of predictive analytics, automated processes, and customization of customer experiences. The study analyzes the nature with which artificial intelligence (AI) has molded consumer engagement strategies, thereby allowing companies to leverage on every opportunity they can to enhance customer experience while doing away with unnecessary marketing expenses. The rapid deployment of artificial intelligence in the global business environment of today has dynamically been changed to ensure perfect, curated interactions across channels. AI can analyze vast quantities of data, create predictive models, and provide unique experiences for a new era of engagement strategies. This research topic is "AI Era: Unlocking Innovation in Customer Engagement Strategies," looking into a major

aspect between technology and marketing, detailing how the relentless changes AI continues to affect the way businesses develop their customer-engagement strategies. With changing market conditions due to shifts in consumer behavior, technology, and business environments, AI has emerged as one of the most impactful tools that empower businesses not only to adapt but to lead such change. This paper intends to examine ways in which AI is changing marketing strategies and also suggest in what areas and how customer engagement can be made as effective as possible. It is to be noted that this change did not just emerge out of the blue. This is a consequence of the spread of digital technologies and more availability of data. However, with social networking, online shopping, and use of the internet along with cellular phones, there is so much data being created out of each activity by the consumers. AI allows marketers to truly make data-informed decisions, build

personal experiences at scale, and optimize their efforts, which enhance the customer journey. The continuing innovations in AI technology make the business marketer and researcher capable of understanding the broader implications of such innovations and finding ways with all the innovations that comprise the up-and-coming customer engagement strategies. In this regard, this paper takes an in-depth look at the multifaceted ways AI shapes modern marketing. It also explores how AI algorithms process and analyze data to help generate actionable insights as well as predicting customer behavior. It explores tools such as chatbots and virtual assistants for creating real-time customer interactions. Other topics discussed in this paper include the issue of increasingly personalized marketing with concerns over privacy and bias. Through this thought process, the paper aims to endow readers with a panoramic view of AI's transformative potential in marketing and actionable insights on how best businesses can capitalize on AI to enhance customer engagement. Amidst the rapid rise of AI as a technology, keeping abreast of what is happening and how it will shape the future is highly important. It also refers to some of the newer applications of AI in marketing by citing some of the latest research and industry practices. In doing so, it has aimed to equip marketers, business leaders, and researchers with the know-how that would help them steer their brand in an ever-evolving AI-driven customer engagement landscape. In short, marketing in an AI era is all about harnessing innovation in customer engagement strategies and to improve the customer experience, a go-to resource for any person seeking to learn how AI is transforming the marketing world. Consumers today want experiences instead of just basic deals. AI software gathers and compiles information about the user and suggests relevant products that are a better fit for the user based on the history of usage preferences and demographics of the user. As the AI-based strategy is becoming a part of the marketing strategy itself, this research aims to allow an understanding of the promises and challenges of AI while providing a roadmap for its ethical and effective use to create successful improvements in customer engagement.

1.1. Background

The past few years have seen significant revolutions within the marketing world and have primarily been driven by advances in AI and its increasing incorporation into different aspects of the marketing ecosystem. The shift has now brought with it an entirely new level of the way in which customers are engaged by businesses through AI technologies to better understand, reach, and engage the target audiences than ever before. This paper aims to track these new directions of AI's role in marketing and how

the shift has changed customer engagement strategies. It is believed that the change process begins at the point at which digital technology is so widely adopted that access to data becomes much higher. In today's world, customers create a vast volume of data from almost every interaction associated with the rise of the internet, social media, e-commerce platforms, and mobile devices. For this data, machine learning and natural language processing are being used in the form of AI to exploit this information and extract valuable outputs from it. The primary reason that motivates companies to adopt AI in marketing is personalization. Today's consumers want experiences tailored or personalized for them, either through product recommendation, content recommendation, or customized marketing messages. AI algorithms allow the use of customers' past behavior, preferences, and even demographic information to give recommendations that are highly targeted and relevant. This high level of personalization may lead to greater customer satisfaction and increased conversion rates, which eventually result in brand loyalty for the company's product. Another significant transformation is that of customer interaction through the use of chatbots and virtual assistants with AI. These AI-based applications provide 24/7 customer services by answering queries and enabling product selection while referring complaints and providing resolution. The accessibility of the chatbots can occur in real-time at any time, thus speed and availability enhance the quality of the customer experience through instant resolutions and reducing waiting periods. Analytics tools powered by AI are equally important in changing marketing strategies. The behavior of customers and attitudes toward brands can be studied far more profoundly through AI-based platforms for analyzing the market's sentiment. This ensures that an organization takes informative decisions based on data, improves the campaigns, and uses the resources accordingly. In addition to the personalization and analytics parts, AI helps marketers optimize their advertisements. Criticisms of the benefits and challenges, recommendations, trends, and best practices can be used to give a panoramic view of how AI is changing customer engagement in businesses, marketing, and consumers. Additionally, this paper reviews the broader implications of AI in businesses, marketing, and consumers. As humans become smarter in an AI-driven world, it is well into the future to understand some of the known potential that AI can bring about for marketing in the near future.

1.2. Role of AI in Modern Marketing

The integration of AI in marketing allows companies to process millions of consumer data and make informed decisions with appropriate ideation.

1.2.1. Personalization

AI will make the brand customize things according to consumer behavior, preferences, and demographics. For example, through AI-based algorithms, Amazon and Spotify provide recommendations tailored specifically to the customer's needs, thereby improving customer satisfaction as well as conversion rate. Amazon is implementing AI and ML in the Indian e-commerce sector. It is very difficult to navigate through new online platforms, and so Amazon is using ML to personalize the user experience and make it easier to navigate. The ML models will analyze the user's session details—including browsing patterns and search queries—to predict the proficiency level of the customer. This proficiency signal then guides the interface to offer onboarding tutorials and language options for a new customer but display personalized recommendations and more advanced features for more experienced customers.

- AI-generated product videos: Such videos are powerfully produced through AI, and Amazon provides them to the sellers. Such a tool powered by AI extracts data from product pages and transforms it into dynamic videos with voice scripts and human presenters. It saves sellers time and resources, and in the process, it builds effective marketing tools that can engage customers and increase product discovery.
- Filling the gap in search: This is one of the interesting things about Amazon: it's understanding of the customer's wider vision towards the product category of searching and looking up for things in a varied manner for their needs. An important learning for Amazon would be how the customers actually search products in a diversified and culturally distinguished country like India, where usually there reflects the linguistic diversity as people use words in various Indian languages to search for their needs. Amazon has taken many regional terms inside its search algorithms and further added in specific preferences. For instance, the search for "saree" would throw up Bandhani varieties in Gujarat; Mysore silks would take the pole position in Karnataka. That regionalization would ensure relevant results even from the same keyword because it bridges the cultural gap and makes discovering products much easier for customers. After quite some time, Amazon also included many country-specific words and phrases into their search engines, plus other country-specific add-on features.
- A bright eye with computer vision: An important parameter that would attract repeated purchases of fresh produce by customers is the quality. Fresh produce has an innovative solution for shelf monitoring with computer vision models where the cameras of Wi-Fi-enabled scan fruits and vegetables to identify visual defects like cuts, cracks, and pressure damage. This data will trigger alerts to the store operators (sellers) so that only the freshest produce reaches the consumers. This technology will reduce food waste while also improving customer satisfaction and thus increasing the sales of sellers, which is a win-win situation for everybody.
- Shopping in respective regional languages: Amazon's regional language shopping experience, launched with the Hindi option in 2018, has now expanded to eight Indian languages. This allows people to shop in the language they are most comfortable with. This experience combines advanced ML technologies with the support of linguists to build a comprehensive and immersive experience in each of the languages, scaling seamlessly across regions and making online shopping on Amazon more inclusive.
- Empower the sellers through a digital assistant: Such is how daunting online selling still appears to many small businesses that Amazon released Amazon AI, a first-of-its-kind generative AI personal assistant. This digital companion makes tasks such as registration, listing, and advertising easy, empowering entrepreneurs and more widely adopting e-commerce. AI can also predict demand for products so that sellers make well-informed decisions in the process of helping customers buy what they want. Further, the ML algorithms wipe out all the wrong listings of products and provide accurate product information to build trust with customers. It also offers the greatest results for the sales of sellers as it gives the most relevant products for special events like Valentine's Day, Mother's Day, or festivals like Holi, Christmas, Eid, etc. It makes sure not to miss out on seasonal trends and customers' preferences.
- Optimizing Logistics using AI: Throughout the entire Amazon logistics network, AI is applied from search for products to delivery. The Amazon logistics teams, while ensuring that deliveries will be the quickest possible, validate customer addresses, suggesting corrections, and select the cheapest packaging possible for every order, thus minimizing waste and environmental impact.

1.2.2. Automation

AI-powered automation streamlines marketing tasks like email campaigns, social media management, and customer support. Chatbots, provide instant responses, improving customer service without human intervention. Multi nationals like Coca-Cola uses AI for customer engagement through personalised advertising and social media marketing. Coca-Cola collects data from social media to create targeted marketing campaigns based on trends and customer sentiment analysis.

1.2.3. Predictive Analytics

AI's predictive capabilities allow marketers to anticipate consumer needs and optimise their strategies accordingly. By analyzing historical data, AI models can predict future behaviour, helping businesses target customers with relevant products and services. Global coffee market leader, Starbucks uses predictive analytics through its loyalty app to recommend products based on user preferences, weather patterns, and even seasonal trends. Starbucks also uses AI to optimise store locations and manage inventory.

1.2.4. Real-Time Interactions

AI enables real-time interactions via chatbots and virtual assistants that meet client expectation for fast, seamless communication. This improves the customer experience, most especially of clients expecting instantaneous responses. Global market leader in electric vehicles, Tesla does little traditional advertising and instead relies heavily on word of mouth and the active presence of Elon Musk, its CEO, on social media. It utilizes community-driven marketing and influencer-like promotion through Musk's Twitter engagement with its audience.

1.3. Impact of Artificial Intelligence on Tech-Savvy Consumers

Tech-savvy consumers are particularly influenced by AI-driven marketing strategies, given their familiarity with digital tools and preference for personalised, efficient experiences. AI enhances the customer journey by providing personalised recommendations and automating interactions. Voice assistants like Google Assistant and Alexa are examples of how AI creates intuitive experiences. AI improves conversion rates by delivering more relevant, data-driven marketing content. AI further pushes chances for consumers to buy more through the analysis of consumers' behaviour and preferences. Through AI, companies will make decisions according to analytics information, which is more appealing to those customers who respect transparency and innovation. Data-driven personalisation will increase brand loyalty and trust.

1.4. Future of AI Marketing

Future trends in AI marketing include rising applications like AR and voice commerce. AI + Augmented Reality: The combination of AI with AR may even produce immersive experience in marketing, such as virtual try-ons, and consequently improve consumer engagement. This is now being transformed in terms of marketing strategy by AI and AR, allowing brands the opportunity to create immersive,

personalised experiences with customers. AI-driven analytics reveals deep insights into the behaviour and preferences of customers, and AR brings out brands by allowing interactive storytelling and virtual product demonstrations. Convergence of AI and AR enables marketers to provide hyper-personalised narratives, bridging the gaps between online and offline channels. Human-centric applications include virtual product advisors, AI-powered chatbots and AR-powered events, which promote community building. Examples include IKEA's AR application for customers to see their furniture before buying it and Sephora's AI-driven virtual assistant with the capability of providing tailored makeup recommendations. With AI and AR, marketers will be able to build meaningful connections, drive engagement and loyalty, and revolutionize the customer experience. Empathy and human-centric design will be brought forward so that brands realize the complete potential that AI and AR have in store for unlocking new dimensions of customer connection and business growth. AI and Voice Commerce As voice assistants become increasingly prevalent, AI-powered voice commerce will provide new channels for consumers to interact with the brand. Businesses that optimise for voice search will hence end up gaining a competitive advantage since the future of marketing is being transformed revolutionarily by AI-powered voice assistants that connect brands and customers through conversational commerce. Voice commerce is growing rapidly, and marketers may use AI-driven voice assistants like Alexa, Google Assistant, and Siri to create personalised, hands-free experiences. It unlocks precious insights regarding customer preference and thus provides targeted product recommendations as well as non-troublesome checkout processes. Human-centric voice marketing strategies involve voice-activated product demos, AI-powered customer support, and voice-based loyalty programs. Brands such as Domino's Pizza and Starbucks are already implementing voice commerce and thus would enable placing orders without much trouble using voice commands. By embracing voice commerce with AI, marketers can engage closely with customers, foster sales, and enhance brand loyalty while making the customer experience convenient, simple, and empathetic.

The justification for research paper entitled "Marketing reimaged for the AI era: Strategies implemented for unlocking and harnessing innovation in customer engagements and experiences" is as depicted here. This is a significant contribution to the marketing discipline as this research delves deeply into the strategies of influencing customer engagement. This justification proves that the review of this research paper is relevant to the context, but also the state of marketing and AI in the world today. This paper has significance and accuracy as in today's fast-paced business environment, technological advancements, particularly in AI, which are revolutionising

the way companies engage with their customers. The hot topic of AI in marketing is now selected for this study as research paper practice, addressing the huge need to be defined and interpreted about how AI impacts strategies to engage customers. Hence, it is just in time reviewing this paper that will give insights on what impact AI has on marketers, businesses, and research studies. The practice of AI in marketing has been very positive and has expanded thousands of folds in the last few years. Businesses across almost all departments are using AI-based tools and techniques to personalise marketing campaigns, analyse data, and enhance customer experiences. With a better understanding of the ways how AI is being used and its impact on customer engagement, it is possible to stay competitive in today's marketplace. The paper helps in knowledgeable decision-making qualities. By reviewing it marketing professionals, decision-makers, and stakeholders can gain a deeper understanding of the AI-driven transformations occurring in their industry. This knowledge can help the firm make informed decisions about implementing AI technologies in their own marketing strategies, thus potentially increasing their competitive advantage. The paper has contribution of academics and researchers and it represents an important contribution to the growing body of knowledge about AI in marketing. In addition, it gives a holistic overview of the present state of the field, provides insights into future trends, and presents empirical evidence. These aspects make it a valuable source book for scholars who are looking to advance their research in this field. The paper provides practical insights and examples of the application of AI in marketing. Such insights prove to be invaluable for marketing practitioners who are looking to embrace AI technologies or refine their existing strategies to make them more customers engagement-friendly.

This research aims to explore the critical role of AI technologies in the marketing industry, particularly in enhancing customer engagement strategies. Key AI-powered tools and techniques, such as predictive analytics, chatbots, personalized content recommendations, and sentiment analysis, are being leveraged to create more meaningful interactions with customers. The study will analyze how personalization—driven by AI algorithms—significantly boosts conversion rates and enriches the overall customer experience by tailoring communications and offers to individual preferences. By providing actionable insights and advice, this research seeks to equip marketers and companies with the knowledge to refine their AI-powered customer engagement tactics, ultimately leading to greater customer loyalty and improved business outcomes.

2. Literature Review

The infusion of AI in marketing has abruptly changed the contours of customer interactions and experiences; many

studies have pointed to transformative potential in this domain. This literature review would address all key themes, insights, and debates about how AI plays a role in affecting the marketing function, focusing on personalization, automation, predictive analytics, customer service, and ethics considerations. Personalization has long been a cornerstone of effective marketing, and AI has exponentially increased its potential by enabling marketers to deliver highly tailored experiences at scale. However, according to Fan and Poole (2006), the underlying role of personalization is in the facilitation of loyalty and customer satisfaction. AI makes this stronger by the ability to analyze huge volumes of data to make real-time recommendations. For instance, algorithms in companies like Amazon and Netflix use historical data of the customers to give personalized recommendations based on previous purchases in one case or viewing history in another (Smith, 2019). Such machine learning-enabled hyper-personalization greatly increases the relevance of marketing messages, making for higher engagement and conversion rates. Further studies by Kumar *et al.* (2020) proceed to dig deeper into the possibilities of AI in building more fluid, personalized journeys for the customers. These, most say, are the salient characteristics that AI application in content recommendation and even in email marketing boasts as a facilitator of personified customer experiences. For this reason, businesses are now capable and accurate about predicting what a customer would want and require. This is not only applicable in personalization but also noticed in targeting ads, email segmentation, and even customized promotions through AI (Marr, 2020). The strength of AI always lies in its ability to analyze a massive amount of data and generate insights that drive marketing strategies. Predictive analytics, a sub-component of AI, helps marketers predict behavior, trends, and preferences among customers, giving firms a competitive edge in carrying out decision-making processes. Davenport and Harris (2017) further opine that predictive analytics can help businesses project future market trend rates, optimize pricing strategies, and refine product recommendations. AI, in real time, enables businesses to respond effectively to shifts in consumer preferences and the dynamics of markets. Wang and Kim (2021) discussed how predictive analytics would radically improve marketing forecasts by margins of a high percentage. It can study a customer's purchase history, browsing behavior, social media activity, and even predict what a given customer is likely to purchase, thus setting up marketers for very targeted campaigns. This data-driven approach increases customer engagement as more relevant content and offers are presented that will resonate with the needs of the individual. While AI's role in automated tasks in marketing is well studied, its researchers point out improvement in efficiency as well as scalability. Shankar

(2018) opines that AI helps marketers focus more on strategic tasks by outsourcing monotonous data analysis, customer segregation, and content creation to it. AI tools comprise chatbots, email marketing platforms, and programmatic advertising systems, which can handle large volumes of work with minimal human intervention and considerably lower the operation cost while speeding up the campaign execution process. Specifically, chatbots are identified as a major innovation in customer engagement. The recent studies on Chaves and Gerosa (2020) reveal how AI-powered chatbots can process multiple consumer queries, hence responding in real-time and solving issues. It, in turn, increases the degree of customer experience with this automation process, reduces waiting time, and carries out personal assistance; hence, there is a stronger bonding between the brands and their customers. AI has popularized the transformation in customer service and customer engagement by adding conversational agents like chatbots and virtual assistants. These AI-based technologies interact with the customers in real-time, hence providing them with immediate support, answering queries, and guiding the customers through the buying journey. According to Gnewuch *et al.* (2017), chatbots and virtual assistants work not only towards augmenting the customer service with prompt replies but also towards enhancing the engagement with human-like conversations. According to the literature, it was repeated that chatbots can talk highly of the potential improvement of customer satisfaction and retention. Research by Luo *et al.* (2019) suggests that chatbots contribute to a seamless customer experience by delivering consistent, 24/7 service, which traditional customer service teams may struggle to provide. Chatbots can handle multiple interactions simultaneously and become more efficient over time as they learn from customer interactions, thereby increasing the overall quality of customer service. This makes it possible for companies to attain this level of involvement without necessarily having a bulk human resource. While the benefits of AI in marketing are well documented, ethical concerns are a recurring theme in the literature. The use of AI in personalizing marketing content and automating decision-making processes often involves extensive data collection, raising concerns about privacy and data security. Taddeo and Floridi (2018) argue that businesses must be transparent about their use of AI and ensure that data is handled responsibly to maintain consumer trust. Another significant challenge brought forth in the literature relates to algorithmic bias. The quality of the data on which AI systems are trained determines their good and bad; when biased data is used to train, it results in discriminatory outcomes. As indicated by Obermeyer *et al.* 2019, AI system usage in marketing may perpetuate biases, such as the underrepresentation of certain demographic groups in

targeted campaigns or offering less favorable pricing to specific segments. Therefore, these biases are critical when it comes to marking AI-driven marketing strategies as ethical and inclusive. Additionally, Martin and Murphy (2021) argue that there is a balance to be obtained between personalization and privacy. Although customers like being treated as unique individuals, they are growing increasingly wary of the potential misuse of their information. Literature also outlines other emerging trends in AI-driven marketing, which bring forth the notion that the role of AI in consumer engagement and experience will only continue to expand. For instance, voice search and visual recognition technologies take more ground with new avenues that customers find entertaining ways of interacting with the brands. Shi *et al.* (2020) foresee voice-activated assistants like Amazon's Alexa and Google Assistant to become more dominant channels in customer interaction and communicate with brands via voice commands while shopping and searching. Integration with the Internet of Things (IoT) is also likely to take personalization to another level. With IoT-enabled devices gathering data about consumers' daily lives, AI can leverage such data to produce hyper-personalized experiences that are beyond current digital channels of marketing. The innovation is likely to introduce even more contextually responsive marketing strategies based on these ever-changing environments of the shifting lifestyles of the consumers' real-time daily lives (Huang & Rust, 2021). Basically, AI in marketing literature is continuously clear on how AI has essentially revolutionized customer engagement in that it can personalize at scale, improve decisions with predictive analytics, and automate key processes. Though the benefits might be many to recognize, there are profound challenges coming from ethical questions regarding data privacy, bias by the algorithms, and even transparency. Further research in AI technologies for responsibility in the future is suggested to continue exploring means of avoiding more development that focuses more on business outcomes than on the overall experience of a customer.

3. Challenges and Limitations

3.1. Data Privacy and Security Problems

In principle, AI employs data rather heavily in delivering relatively personalised marketing experiences, thereby raising host concerns about privacy and security issues. With the collection of more personal data, it ensures compliance with data protection laws, including GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act). Failure to supply adequate security measures toward customer data leads to losing the trust, strict legal penalties, and damage to a company's reputation.

Consumers might feel uneasy about the massive amounts of data companies are collecting about them. So, there is a need for transparency too.

3.2. Lack of Human Touch in Customer Interactions

Where AI-enabled tools like virtual assistants and chatbots may provide quicker responses and support, for their part, they still miss what a human possesses: emotional intelligence. For instances when issues have to do with the emotions or complexities, AI may not deliver what customers expect. This limitation can cause frustration upon customer expectations to talk to an actual human being in such situations.

3.3. High Implementation Cost

It is not highly cost-effective, especially for small and medium-sized enterprises, to implement AI-based marketing solutions. Acquiring technology, training staff, and sustaining AI systems is cost-prohibitive. Furthermore, to stay competitive, these companies need continuous investment in tools and technologies involving AI. Most companies cannot afford such investments.

3.4. Dependency on Quality Data

Quality and quantity of data will play a critical role in determining how well AI will perform in marketing. Bad or incomplete data will always lead to notorious inaccuracy in prediction or even worse, flawed recommendations. Therefore, it is upon the companies to invest in data management systems and ensure that their data are clean, relevant, and up-to-date. Data silos within the organisation also significantly limit the potential of AI since insights drawn from fragmented data are not as reliable.

3.5. Over-Reliance on Automation

Now, AI-driven marketing automation can indeed allow the real leaping into elevated levels of efficiency, but overreliance on automation can easily result in losing creativity and innovation within the marketing strategy. Only human intuition and creativity will be able to develop something unique and compelling as marketing campaigns, which they are most likely to lose in the execution over and above the formulaic businesses.

3.6. Customer Resistance to AI

There will be customers who would resist interacting with these AI-powered tools due to their concern for privacy,

distrust of automated systems, or the feeling that people must interact with them. Businesses have to balance using AI tools for efficiency with offering an alternative form of communication preferred by the customer. Educating a customer on how AI does improve their experience and keeping them aware of its usage can help minimize resistance.

3.7. Job Displacement and Workforce Issues

Since AI would take over more functions related to marketing, it has led to a bit of job displacement for some customer services and content-creating functions. Data analysis also demands some reskilling or up skilling of workers to take on strategically roles within the company, once this technology is turned up and utilized in its proper dimensions. There needs to be a healthy balance of automation with human expertise not to lose jobs but to maintain skills that can handle AI-driven systems.

4. Methodology and Research Design

This review paper employs the deep and systematic scrutiny of literature that is currently published on the area of applied use of artificial intelligence for marketing purposes and how this affects customer engagement strategies. It is a qualitative nature review that combines and evaluates knowledge gathered from various secondary sources. The major purpose is to understand the fast changing area of artificial intelligence in marketing and how it is influencing how firms engage with their customers.

4.1. Data Collection Methods

4.1.1. Literature Search

A thorough and systematic search of academic databases such as PubMed, IEEE Xplore, Google Scholar, Scopus, Emerald Insight, Springer Link, and other relevant marketing journals was conducted. The search included articles, conference papers, books, and reports published up to the knowledge date of December 2023.

4.1.2. Database Selection

Following the initial search, a two-stage filtering process was conducted to select relevant articles. The process thus began with scanning abstracts and titles to identify some relevant studies. Then, full-text copies of the identified articles were reviewed to consider whether the study would be included in the review. In this paper, references and citations have been compiled to ensure due recognition is given to the original authors of the works cited. Further efforts have been made to ensure that the details obtained accurately represent

the findings of the preliminary investigations. More ethical considerations include thoroughly studying the literature and avoiding pre-judgment or incorrect findings, and keeping the process crystal clear regarding research efforts.

4.2. Potential for Further Research

This research paper may also highlight gaps in the existing literature or areas where further investigations are needed. Identifying such gaps can guide future research efforts and help researchers and businesses focus on critical areas of development in AI-powered marketing strategies. To say the least, reading this paper would be justified purely for the reason that it might be helpful to a large population ranging from marketing practitioners, researchers, educators, and students. In that regard, the piece would serve to be an academic tool as well as a trigger for discussions on the implementation of AI in the realm of marketing. AI in marketing can be applied in different ways based on the different industrial perspectives that, in turn, may specifically vary from one industry to another. Therefore, this research paper may benefit some specific industries through an insight on how AI is being used within the sectors, ranging from e-commerce, healthcare, finance, and retail, among others. The findings for these sectors might be worth valuable for those working within these sectors. Business people generally are kept on their toes in terms of beating the competition. This research paper might open new avenues based on AI-powered strategies and tactics, giving leverage in the competitive profile. It gives business an opportunity wherein it can stand out and provide better services to its customers using AI. The report may also be informative for teachers and students of marketing and business courses. More specifically, it can inform how the latest developments in the field are incorporated into curricula so that the students are made ready for the ever-changing demands of the marketing profession.

5. Conclusion

AI fundamentally transforms the way business involves customers, especially the 'tech-savvy' customers who prioritise personalisation and efficiency. Proper management of privacy and bias concerns, human touch, and proper use of AI for moral considerations and proper cost control for and complexity in implementation are where the AI would be highly used in marketing. Firms should be agile with new technologies that emerge while balancing automation with creativity and human touch that still play an imperative role in good marketing strategy. As AI technology continues to evolve, marketers should carefully strike the right balance between its affordance and the risks it entails to

enhance customer engagement effectively. In a nutshell, AI encompasses huge potential in terms of changing marketing and improving its customer interactions.

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The author Padmashree Chandak confirms her significant contributions related to purpose, research methods, results, and conclusion of this research.

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There is no conflict of interest that could influence the results of this research paper

Declarations

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