

A Study on the Strategic Use of Generative AI Tools and Their Impact on Digital Marketing Campaign Performance at S&T Group

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ABSTRACT

This study examines the strategic use of generative AI tools and their impact on digital marketing campaign performance at S&T Group. As organizations increasingly implement AI-driven tools for content generation, campaign strategy, and audience interaction, it has become crucial to comprehend their true impact on marketing results. This research employs a descriptive design, utilizing primary data gathered from 50 digital marketing experts via a structured questionnaire. Various statistical methods, including percentage analysis, mean analysis, ranking analysis, correlation analysis, and cross-tabulation, were applied for data interpretation. The results indicate that a considerable majority of participants view generative AI tools as beneficial in enhancing content speed, quality, campaign strategy, and overall marketing performance. The study concludes that although AI tools provide significant advantages, their effectiveness is maximized when paired with human creativity and strategic guidance.

Keywords: Generative AI, Digital Marketing, Campaign Performance, AI Tools, Content Creation, Marketing Strategy.

INTRODUCTION

Digital marketing refers to the use of online platforms and digital technologies to promote products and services to customers. It includes activities such as online advertising, content creation, and customer engagement through digital channels.

Digital marketing has become one of the most important tools for businesses to promote their products and services in today's competitive environment. Companies are increasingly using digital platforms such as websites, social media, and online advertisements to reach their target audience and build strong relationships with customers. Compared to traditional marketing methods, digital marketing allows businesses to communicate with a wider audience, monitor campaign results, and improve marketing strategies more effectively.

With the rapid growth of technology, new tools and innovations are continuously changing the way marketing activities are carried out. One of the most significant developments in recent years is the emergence of generative artificial intelligence. Generative AI tools are capable of creating written content, generating ideas, designing visuals, and assisting marketers in planning campaigns. These tools help marketing teams save time, improve productivity, and support creative content development.

Many organisations have started adopting generative AI tools to support their digital marketing activities. Marketers use these tools for tasks such as creating social media posts, writing advertising copy, generating campaign ideas, and improving customer communication. By using AI tools, businesses aim to enhance the quality of marketing content and increase the efficiency of their campaigns.

Therefore, this study focuses on examining the strategic use of generative AI tools and analysing their impact on digital marketing campaign performance at S&T Group.

Research Gap

Despite the increasing adoption of generative AI in digital marketing, limited empirical research has examined its direct impact on campaign performance within organisational contexts. This study attempts to fill this gap by analysing the strategic use and effectiveness of generative AI tools at S&T Group.

Company Profile

S&T Group is a leading Indian organisation specialising in advanced engineering solutions, manufacturing technologies, and industrial services. Established in 1996, the company is headquartered in Coimbatore, Tamil Nadu, with a pan-India network of over 18 sales and service branches. Its vision is to delight customers with global technology products and services through manufacturing, sourcing, and e-commerce businesses.

Scope of the Study

The study focuses on understanding the use of generative AI tools in digital marketing and their impact on campaign performance. It covers various marketing activities such as content creation, campaign planning, and customer engagement, and provides insights that can help organisations improve their marketing strategies.

Statement of the Problem

Although generative AI tools offer many advantages in digital marketing, their actual impact on campaign performance is not always clear. Many organisations may not use these tools effectively due to lack of proper understanding, experience, or strategic planning. Therefore, it is important to examine how generative AI tools are used and whether they truly contribute to better campaign performance at S&T Group.

Limitations of Study

- o The study is limited to respondents involved in digital marketing activities at S&T Group.
- o Findings are based on questionnaire responses, which may vary depending on individual opinions.
- o The sample size is limited and the study is conducted within a specific time period.
- o Results depend on the level of knowledge and experience of respondents in using generative AI tools.

Research Objectives

- o To study how generative AI tools are strategically used in digital marketing campaigns at S&T Group and examine their impact on campaign performance.
- o To understand the extent to which generative AI tools are used in digital marketing activities at S&T Group.
- o To identify the main purposes for using generative AI tools in campaign planning and content creation.
- o To analyse the impact of generative AI tools on campaign performance such as engagement, lead generation, and efficiency.
- o To examine whether the use of generative AI improves productivity and reduces campaign preparation time.

Hypothesis

H₁: Generative AI usage has a significant positive impact on digital marketing performance.

H₂: Generative AI tools significantly improve content creation efficiency.

H₃: There is a positive relationship between AI usage and campaign planning effectiveness.

REVIEW OF LITERATURE

Dwivedi et al. (2023) conducted a comprehensive study on the transformative impact of generative AI on marketing and consumer behaviour. The study highlighted that tools such as ChatGPT and image generation platforms are fundamentally changing how brands create content, personalise communication, and engage consumers. It found that generative AI enables marketers to produce high-quality content at scale, reducing both

time and cost. The research concluded that generative AI represents a paradigm shift in marketing strategy and campaign execution.

Davenport et al. (2020) examined how artificial intelligence is reshaping the future of marketing. The study found that AI-powered tools help marketers automate repetitive tasks, improve customer segmentation, and personalise campaign content more effectively. It emphasized that organisations adopting AI in marketing gain a significant competitive advantage by improving campaign efficiency and return on investment. The research concluded that AI integration in marketing is no longer optional but a strategic necessity.

Barta et al. (2023) explored the use of generative AI in creative marketing workflows. The research demonstrated that AI tools assist creative teams by generating initial drafts, visual concepts, and campaign copy, significantly reducing ideation time. It was found that marketers who use generative AI for content creation report higher productivity and improved campaign output quality. The study concluded that generative AI serves as a powerful creative partner in digital marketing.

Haleem et al. (2022) investigated the applications of artificial intelligence across various industries, with a focus on marketing and communication. The study found that AI enhances digital marketing by enabling real-time customer insights, predictive analytics, and automated content generation. It highlighted that AI-driven campaigns show improved targeting accuracy and better audience engagement. The research concluded that AI adoption in marketing leads to measurable improvements in campaign performance and customer satisfaction.

Kietzmann et al. (2018) studied the implications of artificial intelligence for marketing and customer interactions. The research found that AI tools help organisations better understand customer needs through data analysis, enabling more personalised and relevant marketing campaigns. It highlighted that AI-based automation reduces manual effort in content scheduling and campaign management. The study concluded that AI-powered marketing tools are essential for improving engagement and digital campaign outcomes.

Kumar et al. (2019) examined the role of AI in transforming customer engagement and marketing performance. The study found that AI tools enable marketers to deliver personalised content to customers at the right time through the right channel, improving both reach and conversion rates. It emphasised that machine learning models used in digital marketing campaigns help predict customer behaviour and optimise ad spend. The research concluded that AI-driven personalisation is central to improving digital marketing campaign effectiveness.

However, most existing studies focus on general AI applications, with limited emphasis on the practical impact of generative AI tools on campaign performance at the organisational level.

RESEARCH METHODOLOGY

The study adopts a descriptive research design. The study consists of both primary and secondary data. Primary data was collected directly from respondents through a structured questionnaire. The respondents include digital marketing professionals, marketing executives, content creators, and campaign managers involved in digital marketing activities at S&T Group. Secondary data was collected from research articles, journals, books, online publications, and previous studies related to generative AI tools and digital marketing campaign performance.

The sample unit includes digital marketing managers, executives, content creators, campaign managers, and marketing professionals at S&T Group. The study uses a convenience sampling technique and a sample size of 50 respondents. The analytical tools used are: Percentage Analysis, Mean Analysis, Ranking Analysis, Correlation Analysis, and Cross-tabulation.

ANALYSIS AND INTERPRETATION**Table 4.1 – Gender Distribution**

Gender	Frequency	Percent	Cumulative Percent
Male	38	76.0	76.0
Female	12	24.0	100.0
Total	50	100.0	

(Source: Primary Data)

It is clear from the table that 76.0% of the respondents are male and 24.0% are female, indicating higher participation of male professionals in digital marketing activities.

Table 4.2 – Income Level of Respondents

Income Level	Frequency	Percent	Cumulative Percent
Less than ₹2,50,000	10	20.0	20.0
₹2,50,001 – ₹5,00,000	24	48.0	68.0
₹5,00,001 – ₹8,00,000	8	16.0	84.0
₹8,00,001 – ₹12,00,000	4	8.0	92.0
Above ₹12,00,000	4	8.0	100.0
Total	50	100.0	

(Source: Primary Data)

The analysis suggests that 48.0% of the respondents fall under the income group ₹2,50,001–₹5,00,000, indicating that most respondents belong to a middle-income professional group.

Table 4.3 – Role in Marketing Team

Role	Frequency	Percent	Cumulative Percent
Digital Marketing Executive	16	32.0	32.0
Content Creator	8	16.0	48.0
Campaign Manager	6	12.0	60.0
Marketing Analyst	18	36.0	96.0
Others	2	4.0	100.0
Total	50	100.0	

(Source: Primary Data)

The finding reveal that 36.0% of the respondents are Marketing Analysts and 32.0% are Digital Marketing Executives, indicating that most respondents are directly involved in executing and analysing marketing campaigns.

Table 4.4 – Experience in Digital Marketing

Experience	Frequency	Percent	Cumulative Percent
Less than 1 year	28	56.0	56.0
1–3 years	12	24.0	80.0
3–5 years	4	8.0	88.0
More than 5 years	6	12.0	100.0
Total	50	100.0	

(Source: Primary Data)

It is clear from the table that 56.0% of the respondents have less than 1 year of experience, indicating that the majority are early-stage professionals who adopt AI tools more actively.

Table 4.5 – Frequency of AI Usage

AI Usage	Frequency	Percent	Cumulative Percent
Very Often	14	28.0	28.0
Often	14	28.0	56.0
Sometimes	16	32.0	88.0
Rarely	2	4.0	92.0
Never	4	8.0	100.0
Total	50	100.0	

(Source: Primary Data)

A combined 56.0% of respondents use AI tools frequently (often + very often), clearly showing that the majority are actively using generative AI tools in their marketing activities.

Table 4.6 – AI Improves Content Speed: Mean Analysis

AI Improve Content Speed	Weight (x)	Frequency (f)	f × x
Strongly Agree	5	20	100
Agree	4	20	80
Neutral	3	6	18
Disagree	2	2	4
Strongly Disagree	1	2	2
Total		50	204

(Source: Computed Data)

Mean = $\Sigma fx / N = 204 / 50 = 4.08$. The mean value of 4.08 indicates a strong positive opinion that generative AI tools help in creating marketing content faster.

Table 4.7 – Ranking of Benefits of Generative AI in Marketing

Benefits of AI	Frequency	Rank
Better Creativity	28	1
Improved Campaign Ideas	22	2
Faster Content Creation	20	3
Time Saving	18	4
Cost Effective	12	5

(Source: Computed Data)

Better Creativity is ranked 1st, indicating that respondents perceive generative AI not only as an automation tool but also as a powerful source of innovation in marketing.

Table 4.8 – Ranking of Challenges of Generative AI

Challenges of AI	Frequency	Rank
Need for Human Editing	28	1
Lack of Originality	20	2
Data Privacy Concerns	18	3
Lack of Training	16	4
Accuracy Issues	14	5

(Source: Computed Data)

The top ranking of 'Need for Human Editing' indicates that AI still requires human supervision to ensure quality and accuracy in marketing content.

Table 4.9 – Correlation between AI Usage and Marketing Performance

Variables	AI Usage	Content Quality	Campaign Planning	Marketing Performance
AI Usage	1.00	0.68	0.70	0.65
Content Quality	0.68	1.00	0.72	0.69
Campaign Planning	0.70	0.72	1.00	0.74
Marketing Performance	0.65	0.69	0.74	1.00

(Source: Computed Data)

All variables show a positive correlation. The highest correlation is between Campaign Planning and Marketing Performance ($r = 0.74$), indicating that AI-supported planning significantly improves overall marketing outcomes.

Table 4.10 – Cross-tabulation: Experience vs AI Usage

Experience	Very Often	Often	Sometimes	Rarely	Never	Total
< 1 year	6	10	8	2	2	28
1–3 years	4	4	4	0	0	12

3–5 years	2	0	2	0	0	4
> 5 years	2	0	2	0	2	6
Total	14	14	16	2	4	50

(Source: Computed Data)

Respondents with less than 1 year of experience show higher usage of AI tools, indicating that newer professionals are more inclined toward adopting generative AI in their marketing work.

FINDINGS

1. It is found that 76.0% of the respondents are male and 24.0% are female, indicating higher participation of male professionals in digital marketing activities (Table 4.1).
2. It is observed that 48.0% of the respondents fall under the income group ₹2,50,001–₹5,00,000, showing that most respondents belong to the middle-income category (Table 4.2).
3. It is identified that 36.0% are Marketing Analysts and 32.0% are Digital Marketing Executives, indicating strong representation from analytical and execution roles (Table 4.3).
4. The data indicates that 56.0% of the respondents have less than 1 year of experience, showing that the majority are early-stage professionals who actively adopt AI tools (Table 4.4).
5. The analysis suggests that 56.0% of the respondents use AI tools frequently (often + very often), indicating high adoption of generative AI in marketing activities (Table 4.5).
6. The mean value of 4.08 confirms a strong positive perception toward AI in improving content creation speed (Table 4.6).
7. Ranking analysis shows that 'Better Creativity' is ranked 1st among the benefits of generative AI, reflecting its role as an innovation driver in marketing (Table 4.7).
8. The data indicates that 'Need for Human Editing' is the top challenge, showing that AI still requires human supervision to ensure quality (Table 4.8).
9. Correlation analysis reveals a strong positive relationship between Campaign Planning and Marketing Performance ($r = 0.74$), indicating that AI-supported planning significantly improves marketing outcomes (Table 4.9).
10. Cross-tabulation shows that respondents with less than 1 year of experience use AI tools more frequently, indicating higher adoption among newer professionals (Table 4.10).

SUGGESTIONS

- o It is suggested that organisations should increase the adoption of generative AI tools in digital marketing to improve efficiency, reduce time, and enhance overall campaign performance.
- o It is suggested that companies should provide proper training to employees on AI tools so they can effectively use these technologies and improve marketing quality.
- o It is suggested that marketers should combine AI-generated content with human creativity and supervision to ensure better accuracy, originality, and campaign effectiveness.
- o It is suggested that businesses should use AI for campaign planning, audience targeting, and decision-making to support data-driven strategies and better marketing outcomes.
- o It is suggested that organisations should regularly monitor and evaluate AI-generated content to avoid errors and maintain consistency and quality.
- o It is suggested that companies should invest in advanced AI technologies and develop in-house capabilities to reduce dependency on external agencies and stay competitive.

CONCLUSION

It is clear from the overall analysis that generative AI plays a significant role in enhancing digital marketing performance. The study shows that a majority of the respondents have a positive perception towards the use of AI tools in marketing activities. It is observed that AI tools help in faster content creation, improved campaign planning, and better audience engagement, which contributes to increased efficiency and effectiveness in digital marketing.

It is also evident that AI supports data-driven decision-making, enabling marketers to achieve better results and optimise their strategies. At the same time, certain challenges such as lack of originality and the need for human intervention still exist. It is important to note that even though AI can generate content efficiently, it still requires a human touch, as only humans can truly understand emotions, creativity, and audience connection in a meaningful way.

Thus, it can be concluded that generative AI is a powerful tool in digital marketing, but its effectiveness depends on how well it is combined with human insight, leading to improved performance, innovation, and competitive advantage for organisations.

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