

Artificial Intelligence's Effect on Marketing: The Viewpoint of Indian Corporate Employees in Marketing

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ABSTRACT:

The corporate world has undergone a transformation due to the advent of artificial intelligence (AI). AI has many important uses in the marketing industry, one of which is performance improvement. The goal of this study is to determine how artificial intelligence (AI) is affecting marketing from the viewpoint of Indian corporate employees who work in the field. The literature was thoroughly reviewed, and the results gave rise to a clear grasp of artificial intelligence (AI) and its applications in marketing. Second, the researcher conducted semi-structured interviews with several marketing specialists from several corporate employment organizations in India using a qualitative study approach. Thirty six marketing experts were interviewed by the researcher using a sample size of thirty six from the different twelve organizations. The study's conclusions highlight the elements that go into integrating AI into marketing, its advantages and disadvantages, The use of AI in marketing, ethical issues, and your company's pre-post AI marketing strategy. According to study, incorporating artificial intelligence into marketing & sales processes can boost company productivity and provide it a competitive edge.

Keywords: Marketing, Artificial Intelligence, Delhi-NCR, Indian Corporate Employees, Customer, Market Scenario.

I. OVERVIEW

a) RESEARCH BACKGROUND

The creation of intelligent automated systems is the aim of artificial intelligence (AI), training on analytical support with computers. Another way to put it is as human intellect manifested through machines. AI comes in two flavours: weak AI and strong AI. The former, which is also called artificial general intelligence (AGI), depicts a system or computer that is capable of mindfulness, reasoning, and sensory awareness. It is intelligent not only in one domain but in several as well. The last category includes machines with intelligence limited to a single domain; it is often referred to as artificial narrow intelligence. Applications of AI comprise speech recognition, natural language processing (NLP), computer vision, robotics & machine learning. There are several business prospects offered by these technologies. Machine learning can be used to create artificial intelligence, and one approach to understand machine learning is through deep learning, which is one of its branches. Algorithms driven by the structure and functions of the human brain are the main focus of deep learning.

The introduction of new technologies has had a prominent impact on marketing, as it has on all other sectors, and this effect is only anticipated to increase over time. It's manifest that AI has enhanced effectiveness of selling products or services in a number of ways. In the forthcoming, artificial intelligence (AI) is expected to have a huge impact. For instance, it's anticipated that salespeople will be replaced by robots, and websites would automatically update and reformat based on eye gaze. Forsooth, research on marketing will alter and become less important when emergence of new marketing trends as a result of AI.

The merchandise industry is undergoing fast transformation and will go on doing so as artificial intelligence advances. At this rate, there will be corresponding changes to the broader landscape of marketing in academic, research, and corporate contexts. Adapting to the changing marketing landscape will be a major challenge for the businesses. As upgraded technologies are introduced, companies will need to provide ongoing training to employees. Working with AI is now considered a reality that will one day become necessary for sustainability rather than science fiction. Marketing employees need to understand AI and robotics and learn how to better connect their talents with these technologies if they want to be ready or adopt for these technologies in the near future. The current situation is both tough and highly exciting. The purpose of this article is to examine how marketing experts in Delhi NCR, India, see the impact of artificial intelligence (AI) on marketing.

This research has been organized into five distinct chapters to give it an appropriate framework.

The first chapter: This chapter's goal is to give a thorough overview of the subject.

In Second chapter: The chapter's goal is to present the current state of the art on the subject. The theory that is pertinent to the study topics is initially highlighted in the chapter. The empirical studies pertinent to the research topics are then presented in the chapter. The chapter will conclude with a presentation of the research's theoretical model.

The third chapter: This chapter's goal is to give the resources and techniques needed to conduct the subject. The study plan, design, approach, and strategies will all be included in this chapter.

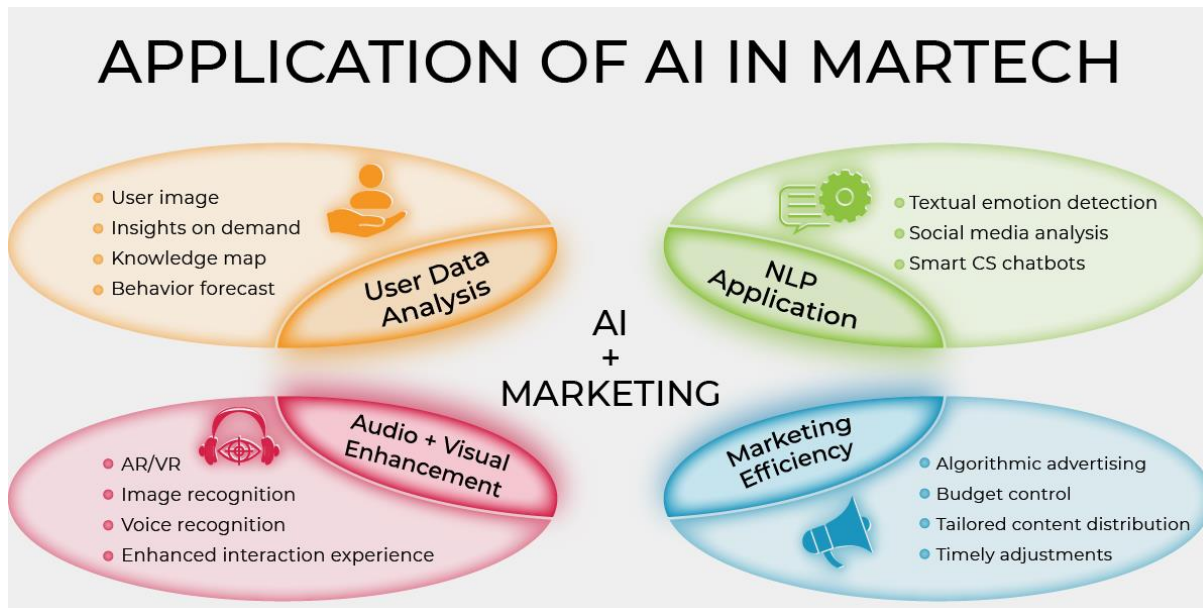
In chapter four: The examination of the data gathered for the study is the main goal of this chapter.

And lastly Chapter five: Conclusion The final chapter will concentrate on deriving a conclusion from the study's findings.

b) THE PROBLEM STATEMENT

In a variety of functional domains and business roles, artificial intelligence (AI) is employed in numerous business operations. Among these is marketing, which is thought to be the most important aspect of the company. The marketing landscape is already changing due to artificial intelligence (AI), and this transition will soon be drastic. One of the most important business appliance of AI today is marketing, which lighthouse customers are attempting to leverage for value (Bughin et al., 2017). However, there is a dearth of research on this topic where the two

disciplines are assorted (Wierenga, 2010). Wierenga (2010) also pointed out that there aren't many articles on AI in marketing or marketing in AI literature. According to Martínez-López & Casillas (2013), there were less than 50 papers on marketing and artificial intelligence from business-related journals on Scopus. Following that, there is now more study on the subject in Scopus; however it is still less than 100. More studies illustrating the impact of AI on marketing are necessary, according to Martínez-López & Casillas (2013), given the dearth of research in the literature and the combination's probable for marketing decision-making. This significant issue will be addressed by the research from the viewpoint of a marketing expert in, Delhi NCR, India.



Source: Equal Ocean Infographic by Antonio Grasso. Courtesy: www.deltalogix.blog

c) RESEARCH OBJECTIVES

The following goals of the research are to be investigated:

- To ascertain the impact of artificial intelligence on marketing & sales.
- To offer strategies or answers for the efficacious integration of AI technology into marketing & sales

d) QUESTIONS FOR RESEARCH

The study will focus on the following canvas of research questions:

1. How does artificial intelligence affect marketing?
2. What advice is given on the efficient application of AI technologies in marketing?
3. What are the various obstacles associated with using AI technologies in marketing?

II. LITERATURE REVIEW

a) UNDERSTANDING AI: THE CONCEPT OF ARTIFICIAL INTELLIGENCE"

John McCarthy coined the term artificial intelligence (AI) in 1956 to refer to the probable for technology, particularly computer systems, to imitate human intelligence processes. According to Russell and Norvig (2016),

these processes include learning (acquiring knowhow for applying it), self-correction, and reasoning (using rules to arrive at approximations or conclusions). Over the years, artificial intelligence (AI) has advanced dramatically, moving from theoretical ideas to real-world applications that have an impact on a wide range of industries, including marketing, finance, healthcare, and more.

One of the early turning points in artificial intelligence was the extension of the logic theorist program by Allen Newell and Herbert A. Simon in 1955, which mimicked human problem-solving abilities (Newell & Simon, 1956). The ability of robots to carry out tasks that have historically required human intelligence was demonstrated by this achievement, which lay the groundwork for future AI research and development.

The study of artificial intelligence (AI) expanded into many areas in the years that followed, with machine learning (ML) becoming a crucial subfield. ML is the process of creating algorithms by which computers analyze data, learn from it, and take decision to achieve objectives. Neural network research began in 1958 with Frank Rosenblatt's invention of the perceptron, and it eventually indulge into deep learning (Rosenblatt, 1958). AI skills have advanced thanks in large part to deep learning, which is defined by multi-layered neural networks, especially in speech and picture recognition by NLP (LeCun, Bengio, & Hinton, 2015).

The advancement of algorithms, massive amounts of data, and potent processing power are responsible for the rebirth of artificial intelligence in the twenty-first century. AI research and applications have advanced significantly thanks to the efforts of companies like Google, IBM, and Microsoft. Google's DeepMind project created AlphaGo, an AI machine that defeated the world champion at the difficult board game Go, as an example of AI's potential for strategic thinking and decision-making (Silver et al., 2016).

AI has had a significant impact on the corporate and merchandise industries. Businesses are utilizing AI to enhance customer experiences, expedite workflows, and promote creativity. Chatbots, recommendation engines, and predictive analytics are examples of AI-powered technologies that have revolutionized consumer interactions and data-driven decision-making in business (Davenport & Ronanki, 2018). Marketing professionals can create more focused promotional campaigns and increase return on investment by utilizing AI's capabilities for sentiment analysis, consumer segmentation, and customized advertising (Chaffey, 2019).

However, the rapid advancement of AI also face the ethical and societal concerns. Bostrom and Yudkowsky (2014) state that issues like algorithmic bias, job replacement, and data privacy need to be addressed in order to ensure that the benefits of AI are distributed equitably. To encourage the responsible use of AI technology, researchers and policymakers are calling for the creation of ethical AI frameworks (Floridi et al., 2018).

Demis Hassabis, the creator of Deepmind, Google's artificial intelligence division, defined artificial intelligence as "the ability to make computers intelligent" (Ahmed, 2015). It is the most extensively recognized definition that also makes sense given that the phrase "artificial intelligence" is used to refer to a wide range of indications. A number of subcategories within artificial intelligence (AI), including deep machine learning, lead to useful applications of AI, including speech recognition, photo identification, search suggestion, and virtual assistants.

Artificial intelligence (AI) is the electronic computer-aided analytical method that seeks to develop self operating systems that are capable of being called intelligent. The automated system is the one that enters data to carry out intelligent being tasks in a way that maximizes success rates. Guruduth Banavar, the supervisor of IBM AI research, says artificial intelligence is better understood as a collection of technologies because it takes on a larger variety of forms (Kaput, 2016). These technologies range widely in price and function, but they all try to imitate human intellect in order to give the impression that they are clever.

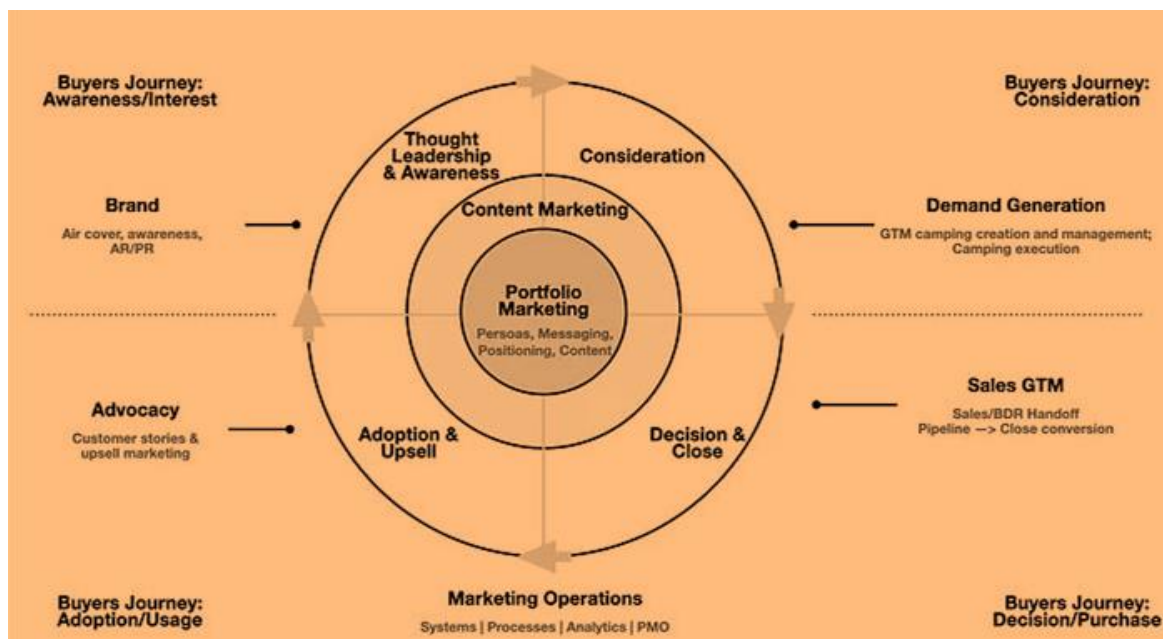
AI technologies have evolved as a result of the advancement of AI and its applications in various industries. These technologies are unquestionably beneficial to marketing professionals. There is plenty of data available for the application of AI technology since digital marketing is given greater weight than traditional marketing techniques. AI technology can help marketing managers with lead generation, market research, social media management, and customer experience personalization, among other things (Sterne, 2017). AI technologies connected to marketing can be roughly classified into two categories: software-as-a-service (SaaS) solutions that are given by vendors and

integrate AI capabilities, and bespoke AI systems for specific applications. Real and customized AI technologies can be produced by outsourcing organizations, internal AI departments within businesses, or by a combination of the two. For individual use cases, the many AI solutions offered by vendors also require customisation (Sterne, 2017). Artificial intelligence has been greatly advanced by the majority of software companies, and tech behemoths such as IBM are now providing their own automated marketing solution with IBM Watson Campaign Automation. AI is included by default in IBM Watson Campaign Automation as part of the system.

Sales force, widely recognized as the leading provider of Contact Management software, has begun to provide AI services in addition to Sales force Einstein, which is also integrated into the solution (Sterne, 2017). The framework known as the 5Ps of Marketing AI was created by Paul Roetzer, CEO of the Marketing Artificial Intelligence Institute, to help with AI use in marketing. The framework was developed to make things simpler and easier to see, and it is consistent with studies done with various AI businesses development engineers regarding the potential benefits of AI for marketing (Roetzer, 2017).

These days, lead generation, social media monitoring, website development, SEO, digital marketing (buying), and A/B testing are just a few of the tasks and operations that artificial intelligence (AI) assists marketing managers with (Davenport, 2017).

In summary, artificial intelligence (AI) has progressed from a theoretical concept to a force that is revolutionizing a wide range of sectors. Its ability to learn, reason, and adapt continuously pushes the boundaries of what is conceivable for a machine and offers a chances for development and growth. However, in order to properly utilize AI's benefits, it is still imperative that we address its ethical and cultural consequences.



Source: Tiny Tech Guides. Courtesy: www.tinytechguides.com

b) UTILIZING ARTIFICIAL INTELLIGENCE IN MARKETING STRATEGIES

Although previous ideas and theories have been researched for a long time to address problems connected to marketing (Wierenga & van Bruggen, 2000), The application of AI in marketing has significantly increased during the past few years (Wierenga, 2010). The majority of businesses in the modern world have adopted AI, although not

all of them have done so to a great degree. Many marketers have expressed interest in implementing AI in the forthcoming, and almost 98% of them are now getting ready to do so. However, according to Burghin, McCarthy, and Chui (2017), just 20% of marketers employed one or more AI solutions in their businesses in 2017. The discrepancy between planning and execution serves as a key reminder that it is still possible to use AI in marketing, despite the widespread belief that it must be implemented immediately due to the recent hype around the technology. Nonetheless, the use of AI in marketing is growing swiftly, with a variety of new services and technologies becoming available for businesses to employ for their brands. The experts also forecasted that the use of AI in marketing will undergo a sea change in 2018 and the ensuing years.

Artificial intelligence (AI) has a unique possibility to grow into fields where econometrics alone are not sufficient since marketing integrates both qualitative and quantitative parts (Wierenga, 2010). The three primary AI applications used in marketing today are neural networks, case-based reasoning, and expert systems (Wierenga, 2010). Additionally, AI has been utilized to update and enhance outmoded marketing strategies (Hoanca & Forrest, 2015). Bughin, Hazan, Manyika, and Woetzel (2017) claim that companies can effectively develop customized marketing strategies by using AI to evaluate the data. AI will also provide dynamic pricing and superior customer service, which will enhance yield management. Market decision-makers are necessary for marketing management in order to address issues and direct marketing decisions (Wierenga & van Bruggen, 2000). Marketing management support systems (MMSS), a well-known piece of software in the field of marketing, enable managers to make decisions and use artificial intelligence (AI) to analyze data and information (Wierenga & van Bergen, 2000). To be more specific, it's a knowledge-driven tool that uses AI advancements to analyze data and assist in decision making.

Artificial intelligence (AI) is rapidly becoming a key element of modern marketing strategies, transforming how businesses engage with their client and get the most out of their marketing budgets. Because AI can analyze vast amounts of data, know about consumer buying behavior, personalize customer experiences, and automate a number of jobs, it is being used in marketing more and more. AI use in marketing started when the basic algorithms and tools for data analysis developed. Due to the outburst of digital marketing in the early 2000s, firms needed more advanced methods of analyzing the large amount of consumer data they were collecting. With the evolution of data mining and machine learning (ML), market experts now have the means to analyze lots of databases and extract meaningful insights (Berson, Smith, & Thearling, 2000). Later on, One of the pioneering uses of AI tool in marketing is in predictive analytics. Predictive analytics makes use of AI algorithms and historical data to forecast future consumer behavior. By this lift, marketers are able to analyse the needs and desires of their target market, leading to more focused and effective marketing campaigns (Siegel, 2013). The recommendation engine on Amazon, which suggests products based on a customer's past browsing and conversion, is a well-known example of predictive analytics in action (Linden, Smith, & York, 2003).

Another consequential area where AI has advanced upgradation tool is personalization. Customizing marketing content for each individual customer based on their preferences is known as AI-driven customization. According to a McKinsey study, companies who adopt personalization generate 40% more revenue from their operations than average players (McKinsey & Company, 2020). Flourish AI, tools such as tailored email marketing and dynamic content creation offer each user a unique experience that increases customer reach, engagement and loyalty (Montgomery & Smith, 2009).

CRM, or customer relationship management, has also been transformed by AI. AI is being integrated into modern CRM systems to offer insights into client interactions, forecast sales patterns, and recommend the best possible marketing tactics. For instance, Salesforce's Einstein AI evaluates information from social media, web analytics, emails, and other sources to suggest the best plan of action for marketing and sales teams (Salesforce, 2016).

Virtual assistants and chatbots in merchandise landscape are providing quick, tailored responses to customer questions, these AI-driven solutions enhance customer service and free up manpower for more challenging tasks.

According to studies, chatbots that provide precise and timely information can greatly increase customer satisfaction and retention (Shawar & Atwell, 2007).

Furthermore, social media marketing has changed as a result of AI's capacity to process and evaluate social media and web data. Artificial intelligence (AI) solutions enable marketers to react quickly and effectively to customer feedback and market dynamics by tracking brand mentions, analyzing sentiment, and real-time analysis (He, Zha, & Li, 2013).

Along with its many benefits, the use of AI in marketing also comes with a various challenges. Since the application of AI frequently lead to the collection and analysis of personal data, data privacy concerns are crucial. Marketers must manage regulations such as the General Data Protection Regulation (GDPR) in order to comply with legal requirements and maintain customer trust (Voigt & Von dem Bussche, 2017). Marketers must adhere to regulations such as the General Data Protection Regulation (GDPR) in order to maintain customer trust and achieve permittance (Voigt & Von dem Bussche, 2017).

Finally, by improving data analysis, personalization, CRM, customer service, and social media marketing, AI has had a significant impact on marketing. As the technology advances, it is expected that AI applications in marketing will progress even further, offering previously unheard opportunities for businesses to effectively interact with their client. But before AI can reach its probable, ethical and privacy concerns need to be settled.



Source: Tiny Tech Guides. Courtesy: www.tinytechguides.com

III. METHODOLOGY

To investigate, the pioneer employed a qualitative research methodology. The primary element of the qualitative approach, which is adjusted to comprehend the reasons, points of view, and views in order to address the research issue, is exploratory research. Since the objective of the study is to comprehend the impact of artificial intelligence on marketing from the perspective of marketing specialists, qualitative research is the best choice. Primary and secondary sources are being used in the research's data collection process. In order to address the research problem, the researcher first obtained primary data, which was obtained through the interview method. A variety of books, journals, articles, blogs & websites are also included as existing data sources.

Professionals in the field of marketing from various corporate professionals of Delhi NCR region companies are interviewed. Thirty six Delhi NCR regions, Indian marketing professionals were interviewed, with a sample size of Thirty six participants chosen. The respondents are included in the study for a specified reason, according to the researcher's practice of purposive sampling. The primary requirement to be a respondent for the study was that they had to work for an organization where artificial intelligence is used in the marketing department. This was done with the justification that marketers who are actively implementing AI would be better qualified to assess the effects of AI on marketing.

IV. DATA ANALYSIS

This section presents the analysis of the data that was gathered from the research participants. Thirty Six marketing experts from twelve different NCR-Delhi region based organizations participated in the interviews.

Table 1 provides an overview of the responder profile.

Table 1: Profile of the Respondents

S. No.	Respondents	City -Country	Industry	Position	Years of Experience
1	Respondent 1	NCR Region Delhi, India	Consumer Goods (FMCG)	Marketing Director	12 years
2	Respondent 2	NCR Region Delhi	Consumer Goods (FMCG)	Assistant Marketing Manager	07 years
3	Respondent 3	NCR Region Delhi	Consumer Goods (FMCG)	Head of Marketing	11 years
4	Respondent 4	NCR Region Delhi	Consumer Goods (FMCG)	Marketing Director	14 years
5	Respondent 5	NCR Region Delhi	Consumer Goods (FMCG)	Marketing Manager	08 years
6	Respondent 6	NCR Region Delhi	Consumer Goods (FMCG)	Assistant Marketing Manager	08 years
7	Respondent 7	NCR Region Delhi	Consumer Goods (FMCG)	Marketing Executive	06 years
8	Respondent 8	NCR Region Delhi	Consumer Goods (FMCG)	Marketing Director	15 years
9	Respondent 9	NCR Region Delhi	Consumer Goods (FMCG)	Marketing Specialist	04 years
10	Respondent 10	NCR Region Delhi	Consumer Goods (FMCG)	Marketing Director	11 years
11	Respondent 11	NCR Region Delhi	Consumer Goods (FMCG)	Assistant Marketing Manager	07 years
12	Respondent 12	NCR Region Delhi	Consumer Goods (FMCG)	Head of Marketing	13 years

13	Respondent 13	NCR Delhi	Region	Consumer Services	Head of Marketing	11 years
14	Respondent 14	NCR Delhi	Region	Consumer Services	Head of Marketing	16 years
15	Respondent 15	NCR Delhi	Region	Consumer Services	Head of Marketing	14 years
16	Respondent 16	NCR Delhi	Region	Consumer Services	Marketing Specialist	07 years
17	Respondent 17	NCR Delhi	Region	Consumer Services	Marketing Specialist	05 years
18	Respondent 18	NCR Delhi	Region	Consumer Services	Marketing Director	16 years
19	Respondent 19	NCR Delhi	Region	Consumer Services	Marketing Director	12 years
20	Respondent 20	NCR Delhi	Region	Consumer Services	Marketing Director	11 years
21	Respondent 21	NCR Delhi	Region	Information Technology	Marketing Specialist	06 years
22	Respondent 22	NCR Delhi	Region	Information Technology	Marketing Specialist	04 years
23	Respondent 23	NCR Delhi	Region	Information Technology	Assistant Marketing Manager	08 years
24	Respondent 24	NCR Delhi	Region	Information Technology	Marketing Specialist	05 years
25	Respondent 25	NCR Delhi	Region	Information Technology	Marketing Specialist	09 years
26	Respondent 26	NCR Delhi	Region	Information Technology	Assistant Marketing Manager	12 years
27	Respondent 27	NCR Delhi	Region	Information Technology	Marketing Specialist	06 years
28	Respondent 28	NCR Delhi	Region	Information Technology	Marketing Specialist	06 years
29	Respondent 29	NCR Delhi	Region	Electronics	Assistant Marketing Manager	08 years
30	Respondent 30	NCR Delhi	Region	Electronics	Marketing Specialist	05 years
31	Respondent 31	NCR Delhi	Region	Electronics	Marketing Director	15 years
32	Respondent 32	NCR Delhi	Region	Electronics	Marketing Director	12 years
33	Respondent 33	NCR Delhi	Region	Electronics	Assistant Marketing	09 years

				Manager	
34	Respondent 34	NCR Delhi	Region	Electronics	Assistant Marketing Manager 09 years
35	Respondent 35	NCR Delhi	Region	Electronics	Marketing Director 17 years
36	Respondent 36	NCR Delhi	Region	Electronics	Marketing Director 15 years
Source: Researcher collected primary data by interview method					

NOTICE OF DISCLAIMER:

This study makes sure that all participant identities and personal information are kept private in compliance with research ethics standards and our dedication to respecting respondents' privacy. Personal information and names have been removed in favour of identifiers like "Respondent 1," "Respondent 2," and so on. This protocol protects participants' privacy and complies with the respondents' and researchers' confidentiality agreement. We preserve the integrity of the research process and fulfil our commitment to safeguard respondents' sensitive personal data by preserving anonymity.

a) RESPONSES ANALYSIS ON THE BASIS OF RESPONDENTS INTERVIEW BASED DATA COLLECTION.

The interview is thoroughly analyzed in this part. The primary interview questions are included.

These are examined in-depth in this section below:

Table 2: Table of the Interview Questions

S. No.	Interview Questions for the Respondents
1	What are the key elements that affect the integration of AI in marketing?
2	What are the main advantages of using AI in marketing?
3	What are the main challenges to incorporating AI into marketing?
4	What ethical concerns arise from using AI in marketing?
5	How can AI fit into your company's marketing operations?
6	What is your company's pre- and post-AI marketing strategy?
7	What effect did AI have on the company's marketing volume and expenditures before and after it was implemented?
8	How do Indian corporate employees perceive the impact of AI on customer engagement and retention in marketing?
9	What skills do marketing professionals need to effectively leverage AI tools in their strategies?
10	How has AI influenced the decision-making process within marketing departments in Indian companies?
11	What role does AI play in personalizing marketing campaigns for Indian consumers?

12	How do Indian marketing employees view the return on investment (ROI) of AI-driven marketing initiatives?
13	What are the barriers to adopting AI in marketing among Indian businesses, and how can they be overcome?
14	How do Indian corporate employees assess the impact of AI on competitive advantage in the marketing sector?
15	What training and development programs are necessary to equip Indian marketing teams with AI expertise?

What are the key elements that affect the integration of AI in marketing?

One of the main elements impacting AI integration in the products business is a robust technological foundation for scalable AI deployment (Respondent 1). Managing regulatory compliance and ethical issues (Respondent 32), cultivating an innovative culture and organizational alignment (Respondent 8), and guaranteeing high-quality, permeable data (Respondent 3). By promoting efficient model training, quick data processing, organizational readiness, and regulatory compliance, all of these components combine to enable the successful deployment of AI in marketing. Businesses can gain a competitive advantage, improved consumer insights, and enhanced decision-making capabilities through AI-driven projects.

What are the main advantages of using AI in marketing?

Respondent 11 asserts that utilizing AI in marketing has ground-breaking advantages, including enhanced personalization via message customization based on distinct customer interests and behaviours. Increased reach, engagement, and conversion rates result from this customisation. Respondent 33 emphasized how AI improves competency by automating jobs like campaign management and data analysis, freeing up resources for key projects. As Respondent 31 said, AI also improves decision-making by facilitating real-time data analysis, which results in more intelligent marketing plans. Respondent 23 also emphasized the significance of artificial intelligence (AI) in providing companies with more comprehensive customer insights, allowing them to better comprehend and fulfil their needs. With all of these advantages, businesses are able to provide targeted, successful marketing efforts that increase customer satisfaction, loyalty, and retention.

What are the main challenges to incorporating AI into marketing?

Respondent 32 highlighted that one of the main obstacles to effectively integrating AI into marketing is the lack of qualified AI specialists. Respondent 33 emphasizes the importance of data accessibility and quality for AI systems that depend on reliable data. Respondent 18 highlights the challenges of integrating AI with traditional or pre-existing marketing infrastructure and advocates for adequate investment and adaptations. Respondent 28 also draws attention to ethical and privacy concerns regarding AI's use in marketing, highlighting the necessity for prudence to maintain customer confidence and adhere to regulations such as GDPR. Talent recruiting, data quality control, challenging system integration, and ethical considerations are the five difficulties that organizations must face if they hope to successfully include AI into their marketing plan.

What ethical concerns arise from using AI in marketing?

Respondent 12 pointed out that a significant barrier to incorporating AI into marketing is the scarcity of trained AI experts. This talent gap makes it difficult to apply and use AI technologies effectively. Respondent 35 brought out issues with data availability and quality, which are essential for precise AI insights and practical tactics. Respondent 19 pointed out that difficulties integrating with the marketing platforms in use today also pose significant issues, requiring significant investments and changes. Furthermore, as Respondent 27 pointed out, in order to maintain customer confidence and comply with regulatory requirements, ethical and privacy considerations around AI's use in

marketing must be properly managed. These challenges must be resolved if businesses are to successfully use AI's promise to enhance their marketing strategies.

How can AI fit into your company's marketing operations?

Respondent 15 pointed out that incorporating AI into marketing operations improves consumer exfoliation and makes it possible for businesses to more precisely target specific segments with their efforts. Respondent 36 highlights the importance of AI in improving campaigns through ongoing performance analysis and real-time strategy adjustments to maximize return on investment. Another important advantage is the ability to personalize consumer experiences, as indicated by Respondent 17. This allows for customized content that increases engagement and loyalty. Respondent 28 raised the topic of using AI's predictive analytics capabilities, which let companies take preventive measures by forecasting industry trends and consumer behavior. When used in tandem, these AI-powered solutions help businesses execute more effective and successful marketing strategies, which boost bottom line outcomes.

What is your company's pre- and post-AI marketing strategy?

Respondent 11 emphasizes that before AI was used, organizations relied on traditional methods like designing ads through human analysis and segmenting data based on broad demographics. This tactic usually resulted in bland marketing campaigns with less personalization. Respondent 25 discussed a trial-and-error approach wherein campaigns were adjusted based on historical results, leading to a less efficient use of funding. With AI integration, marketing strategies are now data-driven and dynamic. Respondent 18 highlighted how AI enables real-time data processing, allowing for highly customized advertisements based on user preferences. Respondent 16 talked about the transition to predictive analytics and how it helps businesses predict consumer behavior and industry trends ahead of time. Respondent 29 mentioned using AI-driven data for ongoing campaign optimization to make sure marketing initiatives.

What effect did AI have on the company's marketing volume and expenditures before and after it was implemented?

Respondent 2 brought up the issue that prior to unified AI, companies would often invest large sums of money in marketing, but with poor campaign management and less precise targeting. Respondent 13 emphasizes that the high costs and limited scalability of this approach were caused by the manual methods and subpar data processing. Since using AI, businesses have seen a discernible increase in the volume and efficacy of their marketing. Respondent 9 highlighted the use of AI in launching many targeted ads simultaneously, delivering tailored messaging to particular segments, and increasing marketing efforts without increasing costs proportionately. Respondent 24 emphasized that artificial intelligence (AI) increases return on investment, lowers overall costs, and identifies tactics and distribution channels that optimize marketing expenditures. Finally, artificial intelligence (AI) has revolutionized marketing processes by improving targeting accuracy, scalability, and smart budget allocation.

How do Indian corporate employees perceive the impact of AI on customer engagement and retention in marketing?

AI, according to Indian business personnel, is essential for boosting marketing's ability to reach, engage, and retain customers. Respondent 26 brought up the point that AI is capable of analyzing customer behavior to offer personalized experiences that boost engagement and encourage loyalty. Respondent 30 emphasized how real-time assistance and prompt resolution of customer complaints are two ways that AI-driven chat bots are enhancing customer service. Respondent 34 highlighted the use of AI in predictive analytics to pinpoint consumers who are at danger and put in place focused retention plans. Respondent 4 emphasizes how artificial intelligence (AI) can effectively segment consumers to produce customized marketing efforts that boost engagement and retention. All things considered, the perception is that artificial intelligence (AI) is crucial to improving customer relationships through targeted marketing campaigns, efficient service, personalization, and predictive insights that raise customer satisfaction and loyalty.

What skills do marketing professionals need to effectively leverage AI tools in their strategies?

Marketing experts require a broad skill set in order to employ AI tools in their campaigns effectively. Respondent 21 highlights how crucial data literacy is to comprehending and applying data to marketing choices. Respondent 7 emphasizes the necessity of flexibility in AI and machine learning ideas in order to collaborate with technical teams efficiently. Respondent 14 further emphasizes that using AI platforms, including marketing automation tools and CRM systems, requires technical know-how. Respondent 10 concludes by emphasizing the value of applying innovative and creative thinking skills to produce striking advertisements that use AI-driven data. These skills—technical ability, creativity, data literacy, and AI proficiency—when combined enable marketers to capitalize on AI's potential for data-driven strategies that increase client engagement and spur business growth.

How has AI influenced the decision-making process within marketing departments in Indian companies?

Respondent 17 pointed out that AI's real-time data insights have transformed the decision-making processes of Indian marketing departments. The effectiveness of plans is enhanced by this data-driven approach, which guarantees that decisions are backed by evidence. Respondent 20 emphasizes how artificial intelligence (AI) advances predictive analytics by enabling accurate forecasts of customer behavior and market trends, hence promoting proactive approaches to decision-making. Respondent 22 highlights that artificial intelligence simplifies repetitive tasks, freeing up marketers to concentrate on creative and strategic projects. Furthermore, according to Respondent 5, AI fosters team alignment by providing a centralized platform for insights, enhancing collaboration, and ensuring that decisions are in accordance with business goals. These advancements demonstrate how AI may significantly improve the overall marketing efficacy, strategic foresight, and flexibility and adaptability of Indian firms' decision-making.

What role does AI play in personalizing marketing campaigns for Indian consumers?

Respondent 15 pointed out that AI greatly enhances marketing campaign personalization for Indian consumers by enabling precise audience segmentation and on-the-spot adjustments. With this ability, businesses may tailor communications to the individual interests and habits of each recipient based on a plethora of customer data. Respondent 33 emphasizes the use of AI in real-time personalization, monitoring user behavior to quickly modify approach, and fostering interaction. Furthermore, Respondent 25 highlighted the use of AI-driven predictive analytics, which forecasts customer preferences based on past behavior and enables tailored recommendations that boost conversions and loyalty. Respondent 12 emphasizes how AI ensures personalized and consistent experiences across a variety of platforms, which plays a crucial part in effective multi-channel marketing. When integrated, these AI-driven strategies raise customer satisfaction and engagement and maximize marketing campaigns.

How do Indian marketing employees view the return on investment (ROI) of AI-driven marketing initiatives?

Marketing staff in India believe that AI-driven marketing campaigns offer a decent return on investment (ROI). Respondent 36 pointed out that artificial intelligence (AI) improves targeting and lowers costs in campaigns. With the use of this capacity, businesses may maximize resource usage and improve return on investment. Respondent 34 highlighted how AI improves conversion rates with personalized information and recommendations, which leads to higher revenue. Respondent No. 2 emphasized Artificial intelligence (AI) automating repetitive tasks lowers operating costs and increases return on investment by freeing up resources for key projects. Respondent 8 pointed out that AI provides thorough analytics for continuous improvement, enabling data-driven decisions that progressively enhance strategies. AI generally improves ROI and overall marketing efficacy and efficiency through its influence on analytics, cost-reduction, efficiency, and targeting.

What are the barriers to adopting AI in marketing among Indian businesses, and how can they be overcome?

Indian companies are facing several challenges when it comes to implementing AI in their marketing. Respondent 1 pointed out that one of the primary problems is a lack of technical expertise, which makes training programs expensive in order to develop AI competences inside teams. Respondent 10 emphasized the significant implementation costs of AI, suggesting starting with small-scale initiatives and exploring collaboration options to reduce expenses. Respondent 9 brought out the need for robust data governance and large infrastructure investments in order to ensure AI efficacy in relation to data availability and quality. Finally, Respondent 13 acknowledged

resistance to change and worked to alter culture through conversation, education, and supporting creative thinking. Indian businesses will be able to successfully integrate AI into their operations by eliminating these barriers with strategic investments and cultural reforms.

How do Indian corporate employees assess the impact of AI on competitive advantage in the marketing sector?

Indian corporate staff believes AI greatly improves competitive edge in the marketing industry. Respondents emphasized that artificial intelligence's ability to quickly and accurately assess large amounts of data enables data-driven decision-making that forecasts market trends and consumer preferences (Respondent 4). The role AI plays in developing personalized marketing plans according to the needs of certain customers (Respondent 20) sticks out as crucial for differentiating oneself from competitors. AI also promotes innovation and a rebirth of marketing strategies (Respondent 29), enabling businesses to consistently improve campaigns and draw in new clients. Additionally, by automating repetitive tasks, AI improves operational efficiency and increases a company's responsiveness and flexibility (Respondent 30). When all is said and done, these benefits allow companies to employ AI-driven marketing strategies to differentiate themselves in the market, increase customer engagement, and strengthen their competitive position.

What training and development programs are necessary to equip Indian marketing teams with AI expertise?

Participants emphasize the significance of comprehensive and continuous training activities to equip Indian marketing teams with AI expertise. Respondent 6 emphasized that maintaining a competitive edge in the quickly evolving digital landscape requires ongoing training. In response to the increased need for AI integration in marketing, Respondent 8 emphasized structured initiatives such as online courses and workshops. Respondent 36 promoted a uniform learning strategy that combined theory and real-world AI application, emphasizing on projects like tailored advertising and predictive analytics. Respondent 15 also highlighted partnerships with universities and tech firms as a way to keep up with AI advancements and provide opportunities for hands-on learning.

V. DISCUSSION

Artificial intelligence (AI) is drastically altering marketing techniques in Indian organizations, according to observations made by corporate staff. Sturdy technology infrastructure, high-quality data accessibility, an innovative and creative culture, and compliance with ethical and legal requirements are important components that are essential to the successful integration of AI. All of these factors contribute to the widespread use of AI by fostering efficient model training, regulatory compliance, organizational readiness, and quick data processing. These factors also enhance decision-making skills, customer insights, and competitive edge (Respondent 1, 3, 8, 32).

AI has many benefits for marketing, most notably improved personalization that increases reach, engagement, and conversion rates (Respondent 11, 31, 23). By automating data analysis and campaign management, artificial intelligence (AI) improves operational efficiency and facilitates quick decision-making and improved customer awareness (Respondent 33, 18, 28). With these abilities, businesses may provide targeted, successful marketing efforts that boost consumer satisfaction and loyalty while improving overall business outcomes.

There are obstacles with incorporating AI into marketing, despite its advantages. These include the dearth of qualified AI specialists, problems with data quality, intricate system interconnections, and moral dilemmas (Respondent 12, 35, 19, 27). These challenges must be overcome through talent development, robust data governance, strategic investments, and ethical frameworks in order to properly integrate AI and realize its full potential in marketing efforts.

Marketing has changed as a result of AI from broad, reactive techniques to focused, data-driven plans. Prior to AI, businesses made decisions through manual segmentation and historical data, this frequently led to broad campaigns with little effect (Respondent 15, 36, 17). Following AI integration, strategies have evolved into dynamic, personalized, and customized plans that use predictive analytics and real-time data to maximize ROI and optimize

campaigns (Respondent 25, 16, 29). This modification has significantly increased the marketing efficacy, efficiency, and financial outcomes for Indian businesses.

Artificial intelligence (AI) is essential for increasing consumer reach, engagement, and retention since it offers personalized experiences, real-time customer service enhancements, predictive analytics for focused retention efforts, and accurate audience segmentation (Respondent 2, 9, 13, 24). These kinds of skills are essential for building consumer happiness and loyalty, which boosts market competitiveness.

When using AI tools, Indian marketing professionals require a range of skills, including technical proficiency, analytical ability, data literacy, and AI competency (Respondent 26, 30, 34, 4). Teams must take part in continuous training and development programs to guarantee they possess these competencies and can use AI to foster creativity, innovation, and corporate growth (Respondent 21, 7, 10, 14).

AI facilitates the use of evidence in real-time insights, predictive analytics, self-operating systems, and enhanced teamwork, all of which have a substantial impact on decision-making in Indian marketing departments (Respondent 17, 20, 22, 5). This modification increases the overall efficacy, nimbleness, and foresight of strategic planning and execution.

In conclusion, despite the fact that AI has a lot to offer Indian companies wishing to sell their goods, it is imperative to get beyond challenges with regard to handling data, hiring qualified staff, integrating complex systems, and ethical concerns. Businesses that invest in talent development, embrace technological advancements, and foster an inventive culture may fully leverage AI to gain competitive edge, customer satisfaction, and sustainable growth in the digital age.

VI. CONCLUSION AND RECOMMENDATIONS

The purpose of the article was to investigate the effects of artificial intelligence (AI) on marketing from the viewpoint of Delhi-NCR marketing experts. Several measures were taken in order to accomplish the research's goal and provide answers to the research questions. First, a thorough literature study was emphasized, which included the perspectives of several scholars and offered a deep grasp of artificial intelligence (AI) and its application in marketing. Second, the researcher employed the qualitative research approach, conducting semi structured interviews with thirty-six marketing professionals from twelve different Delhi-NCR (India) organizations.

The study's main conclusions demonstrated that the key determinants of incorporating AI in customers, media attention, digital maturity, and competitive pressure in the marketing sector. Diverse reactions were obtained from the participants on the conclusions of the advantages of incorporating artificial intelligence in marketing. Marketing experts list the following as the main advantages: increased productivity, reduced time spent on marketing tasks, higher conversion rates, improved comprehension of customer data, and increased feasibility of marketing decisions, higher return on investment, insights, improved customer satisfaction, and so on.

Additional advantages encompass enhanced data analysis and efficient management of marketing procedures. Regarding the issue of what the largest obstacle to AI integration in marketing is, respondents said that the main obstacle is technological compatibility. The respondents contended that data poses the greatest obstacle and that, being the most crucial component of AI, it is imperative to have data in place. The respondents stated that when it comes to customers, data is the most important ethical consideration. Respondents to the question on the application of AI in the company's marketing said that the technology has improved the effectiveness of the marketing function and is utilized in nearly all significant marketing functions. They claimed that AI aids in the creation of marketing and sales plans that significantly boost company performance.

The results above demonstrate how crucial AI is to corporate marketing. Artificial Intelligence has revolutionized marketing strategies and assisted in modernizing antiquated techniques. It will be extremely difficult for the firms to adapt to the shifting marketing environment. With the advent of innovation, businesses must constantly train their staff members and get ready for the future. By addressing the gaps in the literature and providing a marketing professional's viewpoint on the application of AI in marketing, the research has made a significant contribution to the

body of current material. This emphasized the value of AI in marketing as well as the main advantages of integration. Furthermore, significant obstacles, moral considerations, and applications gave businesses direction when implementing AI in marketing. It is advised that businesses consider the facets and difficulties while incorporating AI into marketing.

AUTHORS CONTRIBUTION:

In the research paper titled "Artificial Intelligence's Effect on Marketing: The Viewpoint of Indian Corporate Employees in Marketing," the authors made distinct and significant contributions. Dr. Akhilesh Gaur, the first and corresponding author, was instrumental in creating and designing the research framework. He generated the initial research ideas, developed the interview questionnaires, and played a pivotal role in data collection and compilation. His expertise also guided the analysis and interpretation of the results, ensuring a robust and insightful study.

Ms. Swati Gupta, the second author, significantly contributed to data collection and the analysis of available literature, which formed the foundation of the literature review. She meticulously coded and tabulated the collected data, aiding in the accurate presentation and interpretation of the results. Her collaborative efforts enriched the depth and comprehensiveness of the study.

Dr. Lata Sisodiya, the third author, contributed expertise in statistical analysis and validation of research findings. She provided critical insights into data interpretation and contributed significantly to the manuscript's final revisions and refinement. Her rigorous approach ensured the study's methodological rigor and enhanced the overall quality of the research.

Together, their combined expertise and dedication have resulted in a comprehensive and insightful exploration of the impact of artificial intelligence on marketing from the perspective of Indian corporate employees.

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