Use of Generative AI to Enhance Creativity and Improve Productivity in Retail Marketing

Co-Author, Corresponding Author

Mr. Harsh Pal   , Mr. Nimish Gupta

B.B.A ,Chief proctor

Amity Business School

Amity University, Lucknow

E-mail-ngupta@lok.amity.edu

ABSTRACT

Generative Artificial Intelligence (AI) has emerged as a transformative technology in modern marketing practices. Retail businesses are increasingly adopting generative AI tools such as Chat GPT, image generators, and automated content creation systems to improve marketing efficiency and creativity.

The objective of this study is to examine how generative AI contributes to improving creativity and productivity in retail marketing activities. This research is based on both primary and secondary data. Primary data was collected using a structured Google Form survey distributed among 40 respondents including students, marketing interns, and small retail business owners who use or are aware of generative AI tools. Secondary data was collected from academic articles, reports, and online marketing research studies.

The findings indicate that generative AI significantly improves marketing content creation, campaign planning, customer engagement, and time efficiency. The study concludes that generative AI helps marketers generate innovative promotional content, automate repetitive tasks, and improve productivity levels. However, challenges such as ethical concerns, dependency on AI, and data privacy issues must also be addressed for sustainable adoption in retail marketing.

Key word: Generative AI, Retail Marketing, Creativity Enhancement, Marketing Productivity, AI in Digital Marketing, Content Automation

INTRODUCTION

Retail marketing has experienced a major transformation due to the rapid growth of digital technologies and artificial intelligence. Traditional marketing techniques are gradually being replaced by technology-driven approaches that rely on automation, data analysis, and personalized communication. Generative AI is one of the most recent developments in artificial intelligence that allows machines to create content such as text, images, videos, and marketing ideas automatically. Retail businesses today compete in a highly dynamic environment where customer preferences change rapidly. Marketers are required to produce creative advertisements, engaging social media posts, and personalized customer experiences on a continuous basis. Generative AI tools assist marketers by generating new ideas, automating content production, and improving marketing efficiency.

In retail marketing, creativity is a critical factor because unique promotional strategies attract customers and build brand recognition. Generative AI enables marketers to experiment with different creative approaches in a short period of time. At the same time, productivity improves because repetitive marketing tasks such as writing product descriptions, generating ad copies, and designing promotional visuals can be automated.

This research examines how generative AI tools contribute to enhancing creativity and improving productivity in retail marketing activities.

Objectives of the Study

1. To understand the concept of generative AI in retail marketing.

2. To analyze how generative AI enhances creativity in marketing campaigns.

3. To examine the impact of generative AI on productivity and efficiency of marketers.

4. To identify the benefits and challenges associated with generative AI adoption in retail businesses.

5. To provide recommendations for effective use of generative AI in retail marketing strategies.

LITERATURE REVIEW

Several researchers have explored the role of artificial intelligence in marketing. According to Daven ported al. (2020), AI technologies are transforming marketing processes by enabling automation, predictive analytics, and personalized communication with customers.

Chaffey and Ellis-Chadwick (2019) explained that digital marketing strategies have evolved significantly due to the use of data analytics and AI-driven decision-making tools. Businesses now rely on technology to better understand customer behavior and deliver targeted marketing messages.

Recent studies highlight the growing importance of generative AI tools in content marketing. Generative AI models are capable of producing high-quality text, images, and creative marketing materials that assist marketers in developing campaigns more efficiently.

Kaplan and Haenlein (2020) emphasized that social media platforms provide large volumes of consumer data which can be analyzed using AI technologies to improve engagement and marketing effectiveness. Generative AI further enhances this capability by creating customized content tailored to different audience segments.

Overall, previous research suggests that AI-driven technologies have the potential to improve both creativity and productivity in marketing activities.

RESEARCH METHODOLOGY

The research methodology used in this study includes both primary and secondary data sources.

Primary Data:

Primary data was collected through a structured questionnaire using Google Forms. The survey was distributed to 40 respondents including marketing students, interns, and individuals associated with retail businesses.

The questionnaire contained multiple-choice and opinion-based questions related to the usage of generative AI tools in marketing activities.

Secondary Data:

Secondary data was collected from research papers, marketing journals, online articles, and industry reports related to artificial intelligence and digital marketing.

Sampling Method:

Convenience sampling was used for collecting responses due to easy accessibility of respondents.

Data Analysis Method:

The collected data was analyzed using percentage analysis and interpretation of survey responses.

Data Analysis and Interpretation

Based on the survey conducted among 40 respondents, the following observations were identified:

Awareness of Generative AI:

Approximately 85% of respondents were aware of generative AI tools such as ChatGPT, AI image generators, and automated marketing tools.

Usage in Marketing Activities:

Around 70% of respondents reported that generative AI helps in generating marketing ideas, writing advertisement copies, and creating social media posts.

Creativity Enhancement:

Nearly 78% of respondents believed that generative AI helps improve creativity by providing innovative

content ideas and design suggestions.

Productivity Improvement:

More than 80% of respondents agreed that AI tools save time and improve productivity in marketing tasks.

Challenges:

Some respondents expressed concerns related to over-dependence on AI tools and lack of human creativity if AI is used excessively.

Findings

The major findings of the research are as follows:

1. Generative AI tools are widely recognized as useful tools for modern marketing activities.

2. AI significantly improves the speed of content creation and campaign development.

3. Marketers can generate creative ideas more quickly using AI-powered tools.

4. Productivity improves because repetitive marketing tasks can be automated.

5. Despite the advantages, ethical issues and excessive reliance on AI remain potential concerns.

Conclusion

The study concludes that generative AI plays a significant role in improving creativity and productivity

in retail marketing. AI-powered tools assist marketers in generating innovative promotional content,

designing advertisements, and planning marketing campaigns more efficiently.

Retail businesses can benefit from generative AI by reducing time spent on repetitive tasks and focusing more on strategic decision-making. However, organizations should ensure that AI tools are used responsibly and combined with human creativity for the best results.

Future research may explore the long-term impact of generative AI adoption in retail businesses and examine how AI can be integrated with emerging technologies such as augmented reality and advanced customer analytics.

References

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing Strategy. Pearson Education.

Davenport, T. H., Guha, A., Grewal, D., & Prescott, T. (2020). How Artificial Intelligence Will Change the Future of Marketing. Journal of the Academy of Marketing Science.

Kaplan, A. M., & Hoenlein, M. (2020). Rulers of the World, Unite! The Challenges and Opportunities of Artificial Intelligence in Business.

Fan, W., & Gordon, M. D. (2014). The power of social media analytics. Communications of the ACM, 57(6),74-81. DOI: 10.1145/2602574

Zhang, Y., Yang, X., & Jinn, R. (2022). Scalability of AI-driven marketing models: Challenges and solutions. Information Systems Research, 33(1), 67-84. DOI: 10.1287/isre.2021.1023

Wu, L., Mors tatter, F., Carley, K. M., & Liu, H. (2019). Scalable and explainable AI for digital marketing. ACM Transactions on Knowledge Discovery from Data, 14(3), 27. DOI: 10.1145/3363561

Liu, Y., Quip, C., & Guo, X. (2021). Predictive analytics in digital marketing: A systematic review. Decision Support Systems, 146, 113556. DOI: 10.1016/j.dss.2021.113556

Various online marketing and AI research articles.