Influencing Aspects of Integration of Marketing Strategies and Artificial Intelligence

Asal Karimi*[1], Salim Masood Nassery, DBA*[2]

[1]Oxygen Company, Tehran, Iran
[2]Jaban International Recruitment Agency, Isfahan, Iran
Asalkarimi.edu@gmail.com

Abstract— *The impact of artificial intelligence (AI) on businesses within the marketing sector has been significant. A comprehensive study was carried out to analyze the implications of AI in marketing, encompassing a literature review and interviews with fifteen marketing professionals from Iranian firms. The research underscored the determinants influencing the integration of AI in marketing, the advantages and challenges associated with its use, and ethical implications. It was concluded that incorporating AI into marketing strategies can enhance corporate performance and profitability, while also highlighting potential areas for future exploration within this domain.*

Keywords— *Artificial Intelligence, Marketing strategies, Integration of marketing and AI.*

I. INTRODUCTION

Artificial Intelligence Marketing (AIM) refers to a strategic approach utilizing technology and market data to enhance the overall customer experience (Jain and Aggarwal, 2020). It entails the analysis of extensive data sets to bridge the gap between data science and its practical implementation (T.Thiraviyam, 2018). The evolution of digital marketing is attributed to the fusion of big data with academic research on intelligent systems (Gkikas and Theodoridis, 2019). Technological breakthroughs such as data science, cloud computing, big data, AI, and blockchain are reshaping our lifestyle and professional landscape (Bloem 2014; Klosters 2016; Schwab 2017; Park 2017; Soni Neha et al. 2019). AI aids marketers in achieving personalized

and relevant interactions, significantly reshaping the marketing industry (Savica Dimitrieska et al., 2018). Organizations will need to adapt to this evolving landscape and continually train their staff to effectively utilize AI technologies (Shahid and Li, 2019). The impact of AI on marketing will be investigated from the perspective of marketing professionals.

Artificial intelligence (AI) is significantly influencing the field of marketing and is anticipated to further revolutionize it in the future. Nevertheless, there is a lack of extensive research in this area, particularly in relation to the integration of AI with marketing practices. Further investigations are required to comprehend the capacity of AI in shaping marketing strategies. This research will specifically examine this crucial subject matter from the viewpoint of a marketing practitioner based in Iran.

II. LITERATURE REVIEW

There is a scarcity of academic literature on the topic of AI in marketing (Wierenga & Bruggen, 2000). Therefore, the authors have developed a conceptual framework to elucidate the current status of AI and its anticipated evolution in this field (Wierenga, 2010). Although AI has been adopted by numerous businesses, its implementation remains relatively low in certain companies (Bughin, McCarthy & Chui, 2017). Nevertheless, there is substantial interest among marketers in leveraging AI for upcoming applications such as segmentation, analytics, messaging, customization, and predictive consumer behavior analysis (Columbus 2019; Davenport Thomas et al. 2019).

Artificial intelligence (AI) refers to the intelligence exhibited by machines and has gained significance across diverse domains including marketing, business, finance, and law (Chatterjee et al., 2019). AI facilitates businesses in analyzing consumer behaviors, expanding their global presence, and supporting activities such as lead generation and market research (Sterne, 2017). It holds the potential to bring about transformative changes in industries during the current century (Parasmehak Khokhar & Chitsimran, 2019).

III. RESEARCH METHOD

The study conducted by the researcher employed qualitative research methods to investigate the influence of artificial intelligence (AI) on marketing as perceived by marketing professionals in Iran. The researcher conducted interviews with fifteen marketing experts from organizations utilizing AI in their marketing operations. Data collection involved the use of both primary and secondary sources, and purposive sampling was utilized to select participants with direct involvement in AI implementation. The interviews were designed to be open-ended, with flexibility to introduce new questions as necessary. The research is scheduled to collect data over a period of one month.

IV. DISCUSSION

1- Inspiring Influences in Incorporating AI in Marketing

Numerous companies are experiencing competitive pressures to integrate artificial intelligence (AI) into their marketing approaches. According to survey participants, this pressure is attributed to media coverage, digital advancement, and the aspiration to differentiate from rivals. Additionally, some respondents observed that customers are demanding top-

notch services and performance, prompting a drive towards AI integration in marketing efforts.

2- Advantages of AI in Marketing Strategies

Survey participants are of the opinion that the integration of artificial intelligence (AI) in marketing activities can lead to heightened efficiency, time savings, enhanced consumer data analysis, more informed decision-making in marketing, increased conversion rates, and improved return on investment. AI-driven software can also facilitate pricing strategies and the development of new products, resulting in improved customer service and satisfaction. Furthermore, the incorporation of AI technology offers the added advantages of enhanced data analysis and streamlined marketing operations.

3- Main experiments of AI Incorporation in Marketing

Based on the feedback received, the primary challenge in incorporating AI into business operations is related to technical compatibility. Companies are actively engaged in efforts to streamline integration with current systems and provide training to their personnel for acclimatizing to novel technology. It is crucial for organizations to acknowledge and address compatibility issues and display willingness to embrace innovative technologies in order to remain competitive. Additionally, data poses a notable obstacle in the integration of AI.

4- Proper Feature of AI in Marketing Use

The article examines the significance of integrating data ethics into client interactions. It underscores the practice of companies gathering data anonymously and striving to limit the collection of personal information. Additionally, it addresses the ethical considerations associated with utilizing artificial intelligence in marketing and stresses the necessity of incorporating data ethics at every stage. Finally, it underscores the importance of transparently disclosing ethical issues to consumers and informing them about the nature of data collection.

5- Utilizing AI in tasks of Marketing

AI has significantly enhanced the efficiency of marketing activities and is currently integrated into all primary marketing functions. It assists in formulating sales and marketing tactics that result in substantial enhancements in performance. AI is employed in pricing, promotion, distribution, product strategizing and development, digital platforms, advertising, customer relationship management, as well as digital marketing responsibilities like content curation, email marketing, digital advertising, web design, chatbots, and predictive analysis.

6- AI marketing approach

AI has transformed the approach of businesses to marketing and has impacted their strategies, shifting the emphasis from resource expansion and product diversification to business intelligence and predictive models. Investing in AI has resulted in enhanced customer service, responsiveness, and efficiency for companies. Furthermore, the integration of AI has prompted a change in marketing strategies towards social media reach, personalized approaches, enhanced data gathering, SEO, payment processes, and sales optimization.

V. RECOMMENDATION AND CONCLUSION

The study examines the impact of artificial intelligence on marketing practices in the Iranian context. The researcher conducted a review of existing literature and carried out interviews with 15 marketing experts employed by Iranian companies. The study identified competitive pressures, media exposure, digital readiness, and customer dynamics as pivotal factors in the adoption of AI in marketing. According to the professionals, the advantages of using AI in marketing encompass enhanced operational effectiveness, time efficiency, deeper customer insights, improved decision-making capabilities, increased return on investment, and better service delivery. Furthermore, they highlighted technical compatibility and data management as the most challenging aspects of integrating AI into marketing strategies. The participants underscored the significance of ethical considerations when handling client data.

Artificial intelligence (AI) has significantly enhanced the efficacy of marketing functions within organizations. It is now integrated across key marketing activities, contributing to the formulation of sales and marketing strategies that yield notable performance enhancements. Research highlights the vital role of AI in corporate marketing and its transformative impact on modernizing traditional strategies. Given the potential challenges associated with adaptation, it is crucial for businesses to proactively plan for the future and continually upskill their workforce. This study addresses gaps in existing literature by emphasizing the perspectives of marketing professionals, underscoring the significance and benefits of AI in marketing, along with ethical considerations and practical applications for its implementation. As such, companies should consider these factors when integrating AI into their marketing strategies.

REFERENCES

[1]. Basha, M., Singh, A. P., Rafi, M., Rani, M. I., & Sharma, N. M. (2020). Cointegration and Causal relationship between Pharmaceutical sector and Nifty–An empirical Study. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 8835-8842.

[2]. Karimi, A., & Nassery, S. M. (2022). A Study Of Applying Green Marketing Strategies And Its Influence In Company Standing. *Journal Homepage: http://ijmr. net. in*, *10*(08). Basha, S. M., Kethan, M., & Aisha, M. A. (2021). A Study on Digital Marketing Tools amongst the Marketing Professionals in Bangalore City. JAC: A Journal of Composition Theory, 14(9), 17-23.

[3]. Chatterjee, S. et al. (2019). Are CRM systems ready for AI integration? A conceptual framework of organizational readiness for effective AI-CRM integration, 32, 144–157.

[4]. Davenport, T. et al. (2019). How Artificial Intelligence will change the future of marketing. Journal of Academy of marketing Science, 48, 24-42.

[5]. Jaggaiah, T. (2021). Impact Of Stress Management Among Academicians With Special Reference To Bangalore. *Journal of Contemporary Issues in Business and Government Vol*, *27*(01).

[6]. Nassery, S. M. (2019). A STUDY OF REFLECTIONS ON BLUE OCEAN STRATEGY. Jain, P. & Aggarwal, K. (2020).Transforming Marketing with Artificial Intelligence.

[7]. Kethan, M. (2022). Impact of Task Performance on Job Satisfaction of Information Technology Employees in Bengaluru City.

[8]. Nassery, S. M. Some New Evidence from Innovating Chinese Companies. Kethan, M., Khizerulla, M., Sekhar, S. C., & Basha, M. (2022). A study on issues and challenges on production of handloom sector with special reference to rayalaseema and costal region of Andhra Pradesh. IJAR, 8(6), 89-95.

[9]. Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on construction portfolio with reference to BSE. Int J Finance Manage Econ, 5(1), 110-114.

[10]. Sanjeev, V. et al. (2021). Artificial intelligence in marketing: Systematic review and future research direction, International Journal of Information Management Data

[11]. Shaik, M. B., Kethan, M., & Jaggaiah, T. (2022). Financial Literacy and Investment Behaviour of IT Professional With Reference To Bangalore City. Ilomata International Journal of Management, 3(3), 353-362.

[12]. Shaik, M. B., Kethan, M., Rani, I., Mahesh, U., Harsha, C. S., Navya, M. K., & Sravani, D. (2022). Which determinants matter for capital structure? an empirical study on NBFC'S in India. International Journal of Entrepreneurship, 26, 1-9.

[13]. Theodoridis, K. & Gkikas, C. (2019). How Artificial Intelligence Affects Digital Marketing

[14]. Wierenga, B. (2010). Marketing and artificial intelligence: Great opportunities, reluctant partners.

[15]. Basha, S. M., & Kethan, M. (2022). Covid-19 Pandemic and the Digital Revolution in Academia and Higher Education: an Empirical Study. Eduvest-Journal of Universal Studies, 2(8), 1-648.

[16]. Nassery, S. M. (2020). The Important Factors and roles of Communication over the Organizational Change. Bughin, J., et al. (2017). Artificial Intelligence: The Next Digital Frontier. McKinsey Global Institute.

[17]. Columbus, L. (2019). 10 charts that will change your perspective of AI in marketing.

[18]. Dimitrieska S. et al. (2018). THE POWER OF PRIVATE BRANDS TY - JOURNAL CBU International Conference Proceedings.

[19]. Jaggaiah, T., & Balaji, T. (2021). A Study On Stress And Its Management In Information Technology Industry In India. Ilkogretim Online, 20(1), 5785-5798.

[20]. Kethan M, & Mahabub Basha S. (2023). Impact of Indian Cinema on Youths Lifestyle and Behavior Patterns. East Asian Journal of Multidisciplinary Research, 2(1), 27–42. https://doi.org/10.55927/eajmr.v2i1.1670

[21]. Kethan, M., & Basha, M. (2022). Relationship of Ethical Sales Behaviour with Customer Loyalty, Trust and Commitment: A Study with Special Reference to Retail Store in Mysore City. East Asian Journal of Multidisciplinary Research, 1(7), 1365-1376.

[22]. Khokhar, M. P. (2019). Evolution Of Artificial Intelligence In Marketing, Comparison With

[23]. McCarthy, J. 2007. What is Artificial Intelligence?

[24]. Shahid, Z. & Li, G. (2019). Impact of Artificial Intelligence in Marketing: A Perspective of Marketing Professionals of Pakistan, Global Journal of Management and Business Research: E Marketing, 19 (2).

[25]. Shaik, M. B., Kethan, M., Jaggaiah, T., & Khizerulla, M. (2022). Financial Literacy and Investment Behaviour of IT Professional in India. East Asian Journal of Multidisciplinary Research, 1(5), 777-788.

[26]. Sterne, J. (2017). Artificial Intelligence for Marketing: Practical Applications. John Wiley & Sons, Inc.

[27]. Thiraviyam, T. et al. (2018). International Journal of Recent Research Aspects ISSN: 2349-7688, Special Issue: Conscientious Computing Technologies, 449-452.