

# Exploring the Attractiveness of Artificial Intelligence in Digital Marketing



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*This study focuses on the influence of Artificial Intelligence tool on digital marketing during the next decade powerful ability to acquire and analyze large volumes of data and provide decisions for action. Digital marketing buyer's perspective with reference to e-commerce companies in Chennai. According to previous literature, rather than simply replacing tasks, AI tools can complement human decision making. The digital marketing provides the consumer with lot of information about product, price ranges, alternatives and substitutes and other core dimensions of the product. The data collected form on the basis of creating customized recommendations for each customer.*

**Keywords:** Artificial Intelligence, Digital Marketing and E-Commerce

## 1. Introduction

Artificial Intelligence (AI) has become a disruptive force in today's rapidly changing digital landscape, revolutionizing digital marketing tactics. AI technologies are being used more and more by e-commerce businesses in particular to boost operational efficiency, personalise marketing campaigns, and increase customer engagement. Nevertheless, despite the increasing use of AI, many e-commerce companies, particularly those in Chennai, do not fully comprehend how to use AI into their digital marketing plans. The true effects of AI-driven marketing tools in comparison to traditional digital marketing techniques are not well understood. Because of this, businesses frequently fall short of realising the full potential advantages of AI in terms of improving customer satisfaction, performance optimisation, and competitiveness in the market.

The purpose of the study was to learn more about how consumers perceive artificial intelligence (AI) in digital marketing and how major e-commerce companies contribute to the development and provision of these technologies. Customers have a significant impact on the development of AI for management and administration, which propels innovation in digital management techniques. Customers are trying to approach AI as a business necessity and are aware of its potential. However, there are frequently significant obstacles that prevent the adoption of AI from accelerating. The study highlights the connections between consumers, businesses, and regulators while presenting a conceptual framework of AI in respect to digital marketing. It is becoming more widely acknowledged that artificial intelligence holds great promise for boosting client targeting, marketing techniques, and overall marketing effectiveness.

A relatively new technology in digital marketing, artificial intelligence (AI) has enormous potential to increase customer involvement and participation. Digital marketing has developed into an exploring the attractiveness that allows e-businesses to go from modern marketing automation to extremely successful marketing personalization. Due to the rapid growth of digital marketing, marketers are now able to customize sales and promotional campaigns beyond what was previously possible. Because AI-driven information analysis offers extremely predictive insights into customer behavior, marketing automation has never been more dynamic. AI assists companies in identifying target audiences on digital marketing platforms, comprehending the wants and preferences of their clients, and developing more robust and open connections with them.

## 2. Statement of the Problem

Exploring the Attractiveness of Artificial intelligence (AI) has executed essential digital marketing, the extent to which particular aspects of marketing will be scrutinized remains to be seen: sales and distribution and artificial intelligence intervention (AI) on digital marketing. This study, therefore, seeks to analyze and measure the role and impact of Artificial Intelligence on digital marketing within e-commerce companies in Chennai. It aims to provide insights into how AI can be effectively utilized to enhance marketing outcomes and strengthen the overall efficiency of digital marketing operations. Based on the literature review, this paper identifies and analyzes the various Artificial Intelligence (AI) tools used in the field of digital marketing in entitled of EXPLORING THE ATTRACTIVENESS OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING

## 3. Significance of the study

The study's main goal is to quantify how Artificial Intelligence (AI) affects digital marketing in Chennai's e-commerce businesses. By facilitating data-driven decision-making, individualised consumer experiences, and increased marketing

efficiency, artificial intelligence (AI) has emerged as a key instrument in the quickly changing corporate landscape of today. This study's main goal is to investigate the appeal and promise of artificial intelligence (AI) in digital marketing and ascertain how these technologies might be successfully incorporated into the marketing plans of e-commerce businesses in and around Chennai. This entails examining the ways in which AI improves marketing performance generally, brand visibility, and consumer engagement. Additionally, the study intends to close the current gap and build upon current digital marketing strategies and understanding regarding the potential and impact of conventional versus AI-driven marketing approaches. By doing so, the research seeks to identify how AI can enhance the efficacy and effectiveness of digital marketing operations, thereby contributing to the growth and competitiveness of e-commerce businesses in Chennai.

#### 4. Scope of the study

The goal of this research is to provide a strong theoretical framework for comprehending artificial intelligence (AI) technologies, their potential, and how well they work in e-commerce businesses. Understanding the current state of artificial intelligence (AI) in connection to digital marketing and its wider influence is essential given the extensive use of automation and digitalisation in global e-commerce. As a result, this study examines the salient features of artificial intelligence as well as its appeal and influence on digital marketing.

#### 5. Research Questions

1. What are factors determining the Artificial Intelligence and the factors impact of digital marketing?
2. What are the challenges perceived by the consumer and their Artificial Intelligence and digital marketing in E commerce Company in Chennai?
3. What is the level of Artificial Intelligence of the E- commerce company in Chennai?

#### 6. Research Methodology

The methodology consisted of a research aimed for this study and their importance for having an E commerce company. Descriptive research design was adapted. This section presents the objective and hypothesis, followed by the techniques for data collection and sampling, the measuring instruments, and the statistical techniques used for data analysis.

##### 6.1 Objectives of the Study

- To observe the awareness of artificial intelligence and digital marketing in E commerce company.
- To identify the attractiveness of Artificial Intelligence in digital marketing in E commerce company in Chennai
- To assess the level of Artificial Intelligence with respect to digital marketing in E commerce company in Chennai
- To analyze relationship between Artificial intelligence and digital Marketing in E commerce company in Chennai.

##### 6.2 Hypothesis of the study

- There is no significant difference towards Artificial Intelligence tool with respect to digital Marketing in Chennai.
- There is no association between gender and level of agreement on the artificial intelligence with respect to the digital marketing
- There is no significant relationship between Artificial Intelligence with respect to digital Marketing in Chennai.

##### 6.3 Sampling Technique and Sample Size

Under this technique Multi-stage random sampling was adapted; respondents were selected based on the systematic adapted; random sampling technique. Totally, 400 sample respondents were approached to participate in this study. Out of 400 sample respondents, 300 responses are eligible for further analysis. Hence, a sample of 300 is considered for this study. The sample areas were E Commerce Company in Chennai.

##### 6.4 Procedure

Primary data were collected from E Commerce in Chennai. The respondents were customer of E Commerce Company who were member and users basis of E Commerce Company. The questionnaires were given to customers who come under the sample and oral instructions were given clearly. The filled in questionnaires were received back from their customer and processed further.

##### 6.5 Questionnaire Construction

Study variables are identified for this research is based on literature review. A well-structured questionnaire has been designed to test the variables. Questions of the scale details on a Likert point scale.

##### 6.6 Limitations of the Study

The study has certain limitations. One of the important limitations are that there are number of E Commerce Company in Chennai, whereas the present study is confined only to Chennai. Another limitation is that the researcher has confined his study area to selected customers of E Commerce Company alone in Chennai. Thus, the results and findings can be generalized only to e Commerce Company at Chennai.

## 7. Tools for Data Analysis

The statistical tools one way ANOVA, Chi-Square and Correlation, are used for analysing data.

## 8. Data Analysis and Interpretation

**Table 8.1** One way ANOVA Analysis shows mean difference towards AI based on Digital Marketing

Variable	Digital Marketing	N	Mean	SD	F	p
Artificial Intelligence	Website Design/Features	118	3.4620	0.39367	41.066	0.001
	Time Saving	102	4.2663	0.50160		
	Security	80	3.7802	0.45405		
	Total	300	3.91143	0.59246		

Source: Primary Data

AI Tool obtained F value is 41.066 with a corresponding significant level  $p = 0.001$ . Hence, it can be concluded that the opinion on the Artificial intelligence differ significantly among the different Digital Marketing. It is clearly found from the F test shows that there is significant difference towards Digital Marketing with respect to Artificial intelligence

**Table 8.2** Chi-Square Test for Association between gender and level of Agreement on Artificial Intelligence with Respect to the Digital Marketing

Gender	Level of Agreement			Total	Chi-Square Tests	
	Low	Medium	High		$\chi^2$ -Value	P-Value
Male	36	122	115	273	6.183	0.045
	(13.0%)	(44.7%)	(42.3%)	100.0%		
Female	5	9	13	27		
	(20.4%)	(34.7%)	(44.9%)	100.0%		
Total	41	131	128	300		
	(13.6%)	(43.8%)	(42.5%)	100.0%		

Source: Primary Data

Given that P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence it can be concluded that there is association between gender and level of agreement on the artificial intelligence with respect to the digital marketing.

In accordance with the row percentage 44.7% male respondents demonstrated a great degree of agreement, 42.3% agree at a moderate level of agreement, whereas 13.0% disagree at a low level on agreement of artificial intelligence regarding the Digital marketing

On the other hand, it is seen 44.9% female respondents have demonstrated a modest degree of agreement, 34.7% have moderate level of agreement and 20.4% possess high degree consensus on artificial intelligence regarding the digital marketing.

Thus, it can be concluded that male respondents have shown higher level of agreement on the attractiveness of artificial intelligence with respect to the digital marketing.

**Table 8.3** Correlation analysis shows the Relationship between the AI Tool and Digital Marketing

Variable	Digital Marketing	
Artificial intelligence	r	0.397(**)
	p	0.000
	n	300

Source: Primary Data

The Pearson correlation test was run on a sample of 300 patents to know the between Artificial intelligence and Digital Marketing.

The correlation analysis found that the r value is 0.397 and the p value is 0.001, which is less than 1% level. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. It is concluded there is positive relationship between Artificial intelligence on Digital marketing

## 9. Recommendations for further study

Researchers recommended that future research might adapt the study of AI-driven digital marketing to different sectors, including the public sector, private firms, and multinational corporations (MNCs), in order to examine how AI technologies impact marketing strategies in various organizational contexts.

## 10. Conclusion

This research entitled “**EXPLORING THE ATTRACTIVENESS OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING**” has so far discussed analysis and interpretation. Descriptive research design was adopted in this study. This study has Multi-stage random sampling technique to collect data from consumers of E Commerce Company. The sample size consisted of 300 consumers. In this study, Artificial Intelligence was dependent variables and Digital Marketing was considered as independent variable. Further these variables were taken to statistical analysis with respect to study variable. The study found that the consumers of E Commerce Company have moderate level of perception about their artificial intelligence tool in E Commerce Company. The study also found that there is positive relationship between AI and Digital Marketing. Digital marketing is linked to the latest technological advancements. This involves compiling and organizing information regarding the use of AI in the field of digital marketing, which has begun to cover more and more sectors. E-businesses may enhance positive, personalized customer experiences by integrating data with digital marketing technologies and additionally, this connectivity promotes digital platform trust. This study finally concluded that the artificial intelligence on digital marketing is important to discover how consumers see their main features and how much time in percent they spent on performing.

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