



Original Article

**IMPACT OF ARTIFICIAL INTELLIGENCE ON MARKETING AND
MANUFACTURING SECTORS**

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Abstract:

In the Present scenario, artificial intelligence is playing a very important role in marketing strategy in developing and mixed economy democracies like India. There is a very close connection between current marketing strategies and artificial intelligence. Artificial intelligence and marketing strategies are having an impact on various sectors, with manufacturing companies and service providers making significant contributions. Artificial intelligence has a major impact on the information consumers need as well as consumer behavior. In the current situation, as new tools are emerging, artificial intelligence is having a major impact on marketing, which a developing nation like India can benefit from in the current situation.

Keywords: *Artificial Intelligence, Knowledge, Marketing, Development, Manufacturing, Consumer, Production, Services, Economy etc.*

Introduction:

Manufacturing companies benefit greatly from the use of artificial intelligence to automate various elements in marketing strategies. While artificial intelligence has the potential to bring about positive changes across society, productivity improvements in marketing strategies are not enough to address healthcare. Artificial intelligence can greatly expand productivity in marketing strategies, improved healthcare, and increased access to education. The present modern age is known as the technical and technological age. The computer driven world has a special place in this technological age. Computers have made the entire world a global village. The full details of the criminal can be known by scanning the face. Let your facial expressions end, fight with machines instead of humans. Before the polls, the results of the election should be given accurate results. It should be known today. It should be known today. All of these things may seem to be imaginary worlds, but all of them are possible with modern technology and artificial intelligence. Artificial intelligence is a branch of computer science. Which is useful in making computers and various types of programs.

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Problems of the Study:

Artificial intelligence is a machine that can analyze data automatically, talk, speak different languages, along with being intelligent. Answer difficult questions by finding answers. Artificial intelligence is the intelligence displayed by machines as opposed to the natural intelligence displayed by humans and other animals. In computer science, the invention of artificial intelligence is considered a form of intelligent agent. When a machine imitates the cognitive functions of humans, it is known as artificial intelligence. Artificial intelligence is used to accurately analyze the external data of a system to learn from them and easily transform them as needed to accomplish specific goals and tasks.

Objectives of the Study:

The main objective of this research is to study the impact of artificial intelligence on the marketing and manufacturing sectors, and some specific objectives have been given by the researcher as follows.

1. To Study the impact of artificial intelligence on the marketing sector.
2. To Study the impact of artificial intelligence on the manufacturing sector.
3. To Study the future use and current status of artificial intelligence.

Significance of the Study:

A machine can do the work of 50 ordinary people, but no machine can do the work of an extraordinary person. Artificial intelligence is a science and engineering discipline, which is used in making intelligent machines. Reasonableness in the goals of the research. The ability to create knowledge schemas, transform various concepts and objects was implied. It is a combination of statistical methods, computational intelligence and traditional

intelligence shows that artificial intelligence has become the most important and indispensable part of the current technological era. Like every technology, the benefits of artificial intelligence are seen in both ways.

Scope of the Study:

It has made a positive change in human life and related situations through timesaving, quick diagnosis, self-awareness and advanced systems, while on the other hand, its adverse effects are seen. Artificial intelligence is known as artificial intelligence to communicate effectively. It has worked to create empathy and provide innovation to critical thinking abilities. These are skills that are present in all of us and can be further improved.

Limitation of the Study:

In reference to the significance of AI, it has been said that in the past, jobs were awarded on the basis of physical strength, but now they are rewarded on the basis of mental ability. This agreement has emphasized aspects such as maintaining balance of power, regulating life cycle, privacy, mass surveillance. While technology based on artificial intelligence has boosted the facilities in a more humane life, on the other hand there is also a danger of deteriorating the quality of life of the people who are in contact with this technology.

Period of the Study:

Researchers have completed a review of data from 2025-26 to study the impact of artificial intelligence on the marketing and manufacturing sectors. Artificial intelligence plays a significant role as the manufacturing sector and marketing sector are closely linked.



Research Methodology:

In the present research paper, secondary issues related to artificial intelligence have been collected in the modern technical media. Questionnaires, schedules, survey interview media as well as individual, cooperative, government, national and international printed and non-printed sources have been used for data collection. Various sources like magazines, internet and computerized world have been tried.

Research Method:

Artificial intelligence is playing a very important role in developing nations like India. In the current scenario, artificial intelligence is having a major impact on the manufacturing and marketing sectors and is important for a nation like India. While conducting this research, the researchers have completed the research using the descriptive analysis method.

Results and Discussion:

The use of laptop, instant messaging systems based on instruction and communication has a more positive impact on quality of life. At the same time, due to the use of this new technology, there is an increase in the workload of the people along with the insecurity of the job. The types of artificial intelligence can be understood from the following diagram. It is a specific type of artificial intelligence in which a learning algorithm is built to perform a specific task. And any knowledge gained from doing this task is not automatically applied to other tasks, it is called artificial intelligence. This artificial intelligence works like normal human intelligence. It is adept at self-learning and reasoning.

Artificial Intelligence:

It is the best form of artificial intelligence. It is a software-based system. Which has intellectual powers beyond human beings in a wide range of activities and fields of endeavor. It is not yet developed because it is not in existence. Functional Artificial Intelligence Artificial intelligence is divided on functional basis. A reactive machine is a machine used in artificial intelligence that operates on the basis of predetermined rules and reactions carried out by programs. These machines are particularly useful in timing applications. It can make quick and accurate decisions without having to collect and process large amounts of data. Robot systems and autonomous navigation systems are examples of this. Artificial Finite Intelligence This artificial intelligence learns from the past and creates experiential knowledge by applying actions or cues. Thus artificial intelligence uses octets about historical observations in combination with pre-programmed information to make predictions.

Impact of Artificial Intelligence on Marketing:

The Mind Theory of Artificial Intelligence Thus machines with artificial intelligence, actually after acquiring the ability to make decisions, it becomes human-like. This mind will be able to understand and remember emotions and adjust behavior based on emotions during conversation. Self-Aware Artificial Intelligence This is the most advanced self-aware form of artificial intelligence. Thus intelligence includes feelings, desires, and needs. It will prove capable of emotional inference. Honor has been an active animal. Through these actions, humans also change their technology and technology. Artificial intelligence is currently considered a boon because of the changes it has brought in human situations and activities. Artificial intelligence can be used in education sector, business sector, medical sector, strategic sector,



financial sector, legal sector, manufacturing sector, security sector etc.

Impact of Artificial Intelligence on Manufacturing Sectors:

Along with the increase in human needs due to accurate analysis and cognitive intelligence, the usage of artificial intelligence is also increasing day by day. The use and growing importance of artificial intelligence can be understood through the following points. The education sector is getting the most benefit from the help of artificial intelligence in educational development. The education sector is getting the most benefits of artificial intelligence in educational development. Now the work of education in the world has started to happen through AI teachers. Currently AI is being felt as a necessity due to the importance of skills. The use of AI in the fields of science, technology, engineering and mathematics is increasing rapidly. Applicability in Business AI based robotic systems is capable of performing business activities and maintenance of repetitive tasks and human expectations quickly, tirelessly and accurately.

Increasing Social Inequality:

The coming era of artificial intelligence will divide the entire society into classes. In this, skilled people will occupy high positions, while unskilled people will lag behind. AI is creating a deep divide between developed and developing nations. The rich will become richer and richer while the poor people will be hungry for bread and butter. The risk of gross economic disparity will continue to loom. Apart from all these disproportionate power control, lack of transparency, promotion of prejudices and inequality, technical challenges, AI is leading us towards a dangerous situation.

Need of AI in India:

Humans change with time and technology is a natural process. Development of technology leads us towards prosperity and development by increasing opportunities. AI is one such technology that has changed both the direction and condition of human life but along with various benefits, it is also creating problems for us. That is why it would be more appropriate to say that it was a gain or loss. Another is that it has led to unprecedented advancements and developments in education, medicine, transportation, manufacturing, engineering, security and strategic fields. On the other hand, lack of employment opportunities, lack of privacy, competition, cybercrime, incomplete and misleading information has also created a crisis for us.

Artificial Intelligence and Future:

In the future, AI will create new categories of jobs that will be based on human skills.

One has to wonder if we can trust human capabilities as much as we do in AI capabilities. If we are able to do this, it is possible to create a different world of work that is not only more humane but also endowed with uniquely human skills. Human health, transportation, medicine, punishment, trade economies will be able to develop properly, and AI will demonstrate the dominance of heart-based work in the future instead of brain capacity. It has become necessary to regulate the use of artificial intelligence and to protect and exchange commonalities at the global level. It should be used by creating a common rulebook, monitoring by governments, appropriate inclusion, considering the ethical, legal and social landscape, creating standards that meet the demands of research and development. This technology is only a means to uplift and advance us, but it is not indicative of a meaningful future as it is full of risks and struggles.



There are hopes and challenges in it. No matter how advanced and evolutionary, a machine can work for 50 ordinary people, but it does not work for an extraordinary person.

Conclusion:

It is a transformative technology of the modern era and is having a profound impact on various sectors of society. Artificial intelligence is the attempt to develop in machines the ability to think, learn, make decisions, and solve problems like human intelligence. The impact of AI on various social factors including agriculture, economy, health, education, employment, crime control, ethics, resource management, and national security has been studied. AI is seen to be increasing productivity in agriculture, accurate diagnosis in the health sector, personalized learning in education, and increasing efficiency in industries. Issues such as employment impacts, digital divide, privacy, ethical issues, resource pressures, and national security challenges are also emerging. Therefore, a balanced, ethical, and regulatory approach is needed when using AI. Through appropriate policies and social awareness, artificial intelligence can be an effective tool for the overall development of society.

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