



Original Article

OPPORTUNITIES AND CHALLENGES BEFORE THE USE OF ARTIFICIAL INTELLIGENCE (AI) IN MARKETING

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Abstract:

The primary focus of this study is to turn over the thoughtful impact that Artificial Intelligence (AI) is having on the region of digital marketing. By extensively analyzing the influence of Artificial Intelligence (AI). The aim of the study is to study the Opportunities and challenges before the use of Artificial Intelligence (AI) in marketing. The ultimate objective of this study is to offer valuable insights and strategic guidance specifically catered to marketers navigating this ever-evolving intersection of technology and marketing. To achieve this goal, the study mainly depends on the secondary data, including such as research papers and industry reports, as the foundational basis for its findings and conclusions.

Keywords: *Artificial Intelligence, Data Analysis, Consumer Behavior.*

Introduction:

Artificial intelligence has increased as a powerful tool for the marketers in the 21st century. The Artificial intelligence is indicating a new era of marketing. With the involving the innovation, efficiency, and effectiveness in the marketing process. Artificial intelligence offer new opportunities for the customer and engage the customers. But, Over dependence on artificial intelligence can lead to a decrease in human control and supervision. Which may bring about various challenges that need to be carefully considered. The aim of the study is to find out the opportunities and challenges of AI in digital marketing. The study focused on the Opportunities and challenges before the use of Artificial Intelligence (AI) in marketing.

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Research Methodology:

The research methodology for this study is depend on secondary data. includes literature review comprising academic research papers, industry

reports, and relevant publications. The aims of the study is to find the benefits and limitations of AI in digital marketing.



Opportunities the use of Artificial Intelligence (AI) in marketing:

1. Useful for market analysts:

In 21 century, Artificial Intelligence (AI) are plays a important role in predictive analysis. It can helps market expert to collect the consumer data and analysis for future predictive. It can also help for increase valuable insights into consumer demands and trends over varied periods. and helpfull for the deep understanding of dynamics changes in the market, enabling analysts to make informed decisions geared towards enhancing the impact of their advertising efforts. With the help of Artificial Intelligence, marketers easaly findout patterns and trends that may go unnoticed through traditional methods. This advanced technology of Artificial Intelligence empowered analysts to adeepnticipate consumer preferences and behavior, allowing them to tailor marketing campaigns to resonate with their target market effectively.

2. Useful for social media marketing:

Artificial intelligence helps producers for selling there products in social media plotform. It can help producers with valuable interactions with their customers. This new innovative technology helps producers boost sales through advertising and personal attention. These innovative technologies maximize producers' social media presence as a potent marketing tool.

3. Personalized consumer experiences:

AI offers transformative benefits in marketing. It raises the ability to deliver personal consumer experiences. Traditional marketing methods rely on categorizing consumers based on their age and location. Artificial intelligence is useful for identifying each customer as a distinct individual. However, artificial intelligence is also helpful for comprehending customers, finding the purchase history of customers, and individual browsing behavior.

4. Forecast customer demand:

The most useful benefit of artificial intelligence is to forecast customer behavior. By using historical information artificial intelligence can find out the to forecast future demand. This innovative technology is useful for the marketers to identify the customer needs. and also useful for identifying which leads are most likely to convert as customers.

5. Its Help Consumer to perches there goods and services:

The consumer's decision-making process is complex process. Various factors such as the consumer's economic status, social influences, cultural background, and psychological state can all play a vital role in there purchasing behaviour. With the help of artificial intelligence (AI), consumers now have access to a wealth of information about different products and services. and this information is help consumer to by there products. By using AI, consumers are find various options of there goods, compare the prices, read reviews, and ultimately find the goods or services that best suit their needs.

6. Automated Content Creation:

The most important benefit of AI is its automated content creation. In traditional content marketing, it requires human efforts, and it's time-consuming. Artificial intelligence streamlines this entire process by creating high-level relevant content. and freeing the marketing team to focus on developing the strategy and creating tasks.

7. 24/7 Customer Service and Engagement:

One of the core benefits of AI is also around-the-clock customer service. It is also ready for 27/7 support service. It works as personalized assistance. and provide necessary information to consumer.



Challenges using Artificial Intelligence (AI) in marketing:

1. Ethical Considerations and consumers' data Privacy:

Customers have a sound expectation that their individual information will be handled with care and respect. The customer wants to know how the data will be used and the purpose of the use. Additionally, he also expected to gather the proper considerations before using the data. Therefore, the use of customer data and privacy considerations creates challenges in front of AI.

2. Impersonal Interactions:

In personal interactive marketing, authenticity is crucial. But AI often faces challenges in achieving effective personalization. To solve these issues, firms should develop AI's personalization capabilities to ensure genuine, tailored interactions. or employ a human representative.

3. Misalignments And Inaccuracies:

By Using the generative AI in marketing. It may be possible that AI is producing the inaccurate and inconsistent, which is misaligned with a brand value. And it is harmful for the reputation of the brand value. To address this issue, it is important to develop sophisticated AI tools accompanied by human supervision.

4. Dependence on Technology:

Using AI in marketing can offer numerous benefits in terms of innovation and productivity. Overdependence on artificial intelligence can lead to a decrease in human control and supervision. which may bring various challenges that need to be carefully considered. Ex. Decisions are made without human intervention and understanding. Therefore, concerns about accountability and moral implications. But it is important to stay vigilant and mindful of the potential consequences of over-reliance on technology.

Conclusion:

Artificial intelligence has profoundly impacted consumer buying behavior by enhancing personalization and improving customer engagement and the decision-making process. The integration of AI in consumer markets has created opportunities and challenges. While individualize and predictive analysis improve the consumer satisfaction. But using the artificial intelligence regarding data privacy fairness must be addressed. The sellere must be focus on transparent usage of data practices and prioritize consumer trust to mitigate these issues.

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