



Original Article

AN EXAMINATION OF ARTIFICIAL INTELLIGENCE IN MARKETING: ITS ROLE AND IMPACT ON MARKETERS AND CONSUMERS

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Abstract:

In contemporary developing nations, globalization and technological advancements have ushered in a new phase for the economy, where society collectively confronts the challenges posed by competition across various sectors, including the marketing system. In the global economy, technologies such as Artificial Intelligence (AI) are crucial, leading to a consistent increase in the global significance of AI. It is commonly stated that Artificial Intelligence (AI) technologies are employed in marketing to facilitate automated decisions based on data collection. Data analysis and further observations of audience or economic trends that could influence marketing efforts. Artificial Intelligence (AI) is a field within computer science that focuses on training computers to comprehend and replicate human behavior and communication. A novel intelligent computer has been created that thinks, responds, and performs tasks in a manner akin to humans, utilizing AI and the data provided. AI is transforming the way businesses and consumers interact with each other. The specific type of business and the functionality of the website significantly influence the application of this technology. By meticulously analyzing customer data and gaining insights into consumer desires, marketers can improve return on investment (ROI) without incurring expenses on ineffective initiatives. Furthermore, they will not need to spend time viewing tedious advertisements that irritate customers. In various ways, AI will tailor marketing strategies to more effectively address client needs; numerous businesses are presently utilizing AI to personalize their websites, emails, social media content, videos, and other materials. A primary objective of AI is to automate tasks that traditionally required human intellect. Marketers can now provide customers with enhanced attention and swiftly address their needs. Nevertheless, the application and effects of AI on both marketers and consumers present their own advantages and disadvantages; in other words, I encounters opportunities and challenges on a global scale. This research paper examines Artificial Intelligence (AI) in marketing, aiming to identify and emphasizes its impact, opportunities, and challenges in relation to advances technology within the current marketing landscape. The researcher has employed a qualitative research method utilizing secondary data obtained from various sources.

Key Words—AI Artificial Intelligence, Roles, Challenges.

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Introduction:

Artificial Intelligence, abbreviated as AI, refers to a collection of technologies capable of performing tasks that typically require human intelligence. These technologies are able to learn, act, and function similarly to humans when integrated into traditional business processes. By mimicking human cognitive abilities in machines, AI enables us to conduct business more swiftly and cost-effectively. The emergence of AI carries numerous implications for marketing, as it explores how technological advancements influence organizations ability to meet consumer demands and deliver products. In the future, artificial intelligence (AI) is poised to become an essential element of every business entity worldwide. The latest trends in automation, driven by AI, reflect significant shifts in the AI landscape. This is evident in the evolving ideas, interests, and investments within the realm of business adoption of AI. Artificial Intelligence (AI) has surfaced as a revolutionary force in marketing, transforming the manner in which businesses engage with their audiences, make informed decisions based on data, and refine their marketing strategies.

In the contemporary digital landscape, artificial intelligence (AI) has emerged as a formidable asset that enables marketers to improve efficiency, customize campaigns, and achieve more significant outcomes. This introduction outlines the role of AI in marketing, its essential elements, and its substantial influence on both marketers and consumers. Marketing has undergone considerable transformation over the years, shifting from conventional approaches to digital platforms. This transformation has been expedited by AI, which has initiated a new phase characterized by precision, personalization, and automation. The era of generic advertising is behind us; AI empowers marketers to develop customized messages and experiences

tailored to each individual consumer. AI is defined as the replication of human intelligence in machines, equipping them to execute tasks that usually necessitate human thought processes, such as learning from data, making forecasts, and adjusting to evolving situations. In the realm of marketing, AI is utilized through a variety of technologies and methodologies, including machine learning, natural language processing, computer vision, and data analytics.

Literature Review:

The following literature review addresses several aspects of ICTs in education and the assessment of teaching and learning for both learners and educators.

1. Consumption, consumer studies and consumer research are essential components of modern society, attracting the attention of not only marketers but also policymakers and various research fields (McInnis et al.,2020). Consumers today engage in a wide range of interactions with AI. Marketing researchers acknowledge that AI presents significant potential advantages for consumers and their daily lives (e.g.,Pitardi et al.,2021). Nonetheless, the growing reliance on AI also introduces inherent challenges for consumers, including concerns about privacy, dehumanization, and the risk of addiction (Lobs chat et al.,2021; Puntoni et al.,2021).
2. Unlike human intelligence, artificial intelligence (AI) refers to the intelligence exhibited by machines. Artificial intelligence is represented by a system of intelligent agent machines that perceive their environment to effectively achieve their objectives. As noted by Russel and Norving (2016), artificial intelligence pertains to machines (computers) that replicate the cognitive and emotional



functions of the human mind. The progress in artificial intelligence has been remarkable, with experts dedicating significant effort to enhance AI concepts over recent decades. This endeavor has resulted in major innovations such as big data analytics and machine learning applications across various sectors and contexts.

3. Previous research indicates that “ When technology works on a personal level, it creates an endearing bond with the users ; when marketers tap into such a bond ,the potential for customer value creations is enormous” (Kumar et al., 2019,P.137) Advances and innovative AI-driven marketing solutions can swiftly adapt to the evolving needs of businesses, providing communications and solutions packages that are essential and profitable for relevant stakeholders (Epstein,2018).The CEO of the Marketing Artificial Intelligence Institute introduced a new framework (Roetzer,2017) for the marketing mix, which includes Planning, Production, Personalization ,Promotion ,and Performance (the 5Ps).

Objectives of the Study:

- 1) To examine and comprehend the function and utilization of artificial intelligence.
- 2) To grasp the beneficial and detrimental effects of artificial intelligence in marketing.
- 3) To explore the potential of artificial intelligence.

Scope of Study:

The Researcher primarily concentrates on marketing environments that are supported by technology, enabling engagement between marketers and consumers in the AI learning process, which can positively influence their outcomes in developing marketing strategies, as this is the

fundamental driver of the study. The discussions center on the influence of AI on marketing. Additionally, this section outlines the research objective, which is to comprehend the role and opportunities presented by AI. In this research paper, the researcher employed a qualitative approach to study this topic. The effects of AI can be examined from various perspectives.

Methodology:

Sources of the Data Collection:

Secondary data: It primarily comprises information gathered from diverse sources such as books, websites, journals, etc. This paper will address the inquiries related to AI (Artificial Intelligence) in the field of marketing. In this context, secondary data collection has been conducted. The primary research focuses on the function of AI in marketing. TO gain further insights into its effects, various scenarios regarding future advancements in marketing have been examined. The researcher initially explored AI, its functions, and its impacts through a literature review.

Significance of ICT in Teaching –Learning Assessment:

The advancement of technology, particularly artificial intelligence, has significantly altered the market landscape over the past few decades, establishing itself as one of the most effective tools utilized in the marketing process by both marketers and consumers. The integration of AI holds considerable significance in the contemporary digital era, emphasizing the transformation of marketing processes, enhancing efficiency and productivity, providing competitive advantages and improving customer experience.



Application of Artificial Intelligence in Marketing:

Artificial Intelligence (AI) has revolutionized the marketing sector in numerous ways, enabling businesses to make informed decisions based on data, enhance customer experiences, and boost overall efficiency. A multitude of variables utilize AI in marketing effectively. AI offers a personalized approach by analyzing customer data to develop highly customized marketing campaigns. It can categorize audiences according to demographics, behaviors, and preferences, which empowers marketers to present tailored content, product suggestions, and promotions. AI algorithms are capable of predicting future trends in marketing and customer behavior by examining historical data. This supports companies in making prudent decisions regarding product development. Inventory management, and marketing strategies. Additionally, it provides AI-driven chatbots and virtual assistants for immediate customer support, addressing frequently asked questions, and guiding users through the sales process around the clock.

It is capable of producing various types of content, including product descriptions, blog articles, and updates for social media platforms. Content generated by AI serves as a beneficial addition for marketers. It enhances email marketing efforts by evaluating open rates, click-through rates, and engagement metrics to determine the optimal times for sending emails and ensuring the content is highly relevant. This functionality aids marketers in assessing and refining their websites for search engine optimization, allowing them to pinpoint keywords, recommend enhancements, and track their rankings. AI processes extensive datasets to reveal significant customer insights, which can help in recognizing emerging trends, conducting sentiment analysis, and performing feedback

analysis derived from social media interactions, reviews, and surveys. CRMs enhanced with AI capabilities can provide valuable insights into client behavior and improve communication, ensuring that interactions are both timely and relevant. These systems are capable of monitoring the marketing strategies of competing firms, allowing organizations to remain informed about market trends and adjust their own strategies as needed. AI can dynamically adjust prices in real-time based on demand, competitor pricing, and other market factors to optimize revenue and profit margins. By detecting fraudulent activities such as click fraud in online advertising, AI can assist organizations in reducing costs and maintaining customer trust in their marketing efforts. The development of AI is ongoing, and the marketing sector will undoubtedly witness further applications in the future. Marketers who embrace AI technologies can gain a competitive advantage by leveraging data-driven decision-making and offering their customers more personalized and effective experiences.

The Positive and Negative impact of AI in marketing:

Artificial Intelligence (AI) represents a burgeoning sector within technology, and distinguishing its effects from the surrounding environment can be quite complex. Today's generation seem to exert a considerable influence on both consumers and marketers. Consequently, it is anticipated that the rapid sociological and technological transformations will significantly affect how marketers utilize AI in the formation of their marketing strategies. While AI in marketing presents a multitude of benefits, it also introduces specific challenges and potential disadvantages. AI enables the development of marketing initiatives that are exceptionally targeted and personalized, thereby enhancing customer engagement and



conversion rates with remarkable efficiency, as it saves time and reduces operational costs by automating repetitive tasks such as data analysis and email marketing. Furthermore, AI is capable of swiftly processing and analyzing vast quantities of data, providing valuable insights for data-driven decision –making. Enhanced Customer Experience can be achieved as AI-driven chatbots and virtual assistants provide 24/7 support, enabling businesses to deliver superior customer service. By leveraging predictive analytics, companies can strategize and adjust their marketing initiatives by anticipating future trends and consumer behaviors. Cost reductions also arise as increased efficiency and automation result in decreased labor expenses and improved utilization of existing resources. AI has the ability to adjust marketing campaigns in real-time, optimizing advertising content at scale .which is advantageous for content marketing and maintaining a consistent online presence.

The complex domain of Artificial Intelligence in marketing necessitates that AI has access to substantial amounts of data, which brings forth concerns about data security and privacy, particularly in the context of regulations such as the GDPR. The initial costs associated with the implementation of AI tools and systems can be particularly burdensome for smaller organizations, making the adoption of such technologies expensive. Furthermore, the quality control of AI-generated content may not match the creativity, subtlety, or contextual understanding of human – produced material, potentially leading to issues with.

The tone and style of communication are crucial. AI algorithms can inherit biases from the database they are trained on, potentially resulting in biased recommendations or decisions. AN excessive reliance on technology signifies an overdependence on AI, which may lead to a diminished human touch

and intuition that are frequently vital in marketing. There exists a possibility of misunderstanding, as some marketers might not entirely grasp the workings of AI; they may excessively utilize or rely heavily on AI recommendations without performing a thorough critical analysis. To Utilize AI systems effectively, it is essential for employees to receive continuous maintenance and updates. Another challenge that arises is the accuracy and ethical concerns, as AI systems are not infallible and can make mistakes, particularly in complex or ambiguous scenarios. Furthermore, the applications of this technology in marketing bring forth ethical dilemmas such as invasive tracking, misleading practices, and the risk of spreading misinformation. AI presents numerous advantages for marketers, including enhanced personalization, improved efficiency, and advanced data analysis. However, it also raises ethical, bias, and privacy concerns. Therefore, a thoughtful approach that addresses these challenges while optimizing the advantages that AI can provide is crucial for the effective incorporation of AI in marketing.

Opportunities of Artificial Intelligence:

The marketing Industry is undergoing a transformation due to AI, which is creating new opportunities for personalization, predictive analytics, chatbots, and marketing automation. Personalization stands out as one of the most significant applications of AI in marketing. Marketers can utilize AI-driven algorithms to analyze vast amounts of customer behavior and preference data, enabling them to create tailored messaging and experiences. This approach can assist businesses in fostering stronger connections with their customers and enhancing them to create tailored messaging and experiences. This approach can assist businesses in fostering stronger connections with their customers and enhancing



customer loyalty. Another Domain Where Marketing Can Identify patterns and predict future behaviors. By anticipating customer needs and preferences, companies can more effectively target their marketing efforts.

Catboats- Another domain in which AI significantly influences marketing is through chatbots. These catboats can engage in real-time conversations with customers, providing tailored recommendations and resolving issues by leveraging natural language processing (NLP) and machine learning.

Marketing Automation- AI is also enhancing the effectiveness of marketing automation. With AI-driven platforms, businesses can automate tasks such as lead generation, lead scoring, and email marketing. This enables marketers to focus on more strategic endeavors, including campaign development and data analysis.

Findings were as follows:

According to studies, artificial intelligence possesses the capability to gather vast amounts of data at unprecedented speeds due to its integrative processing and algorithms that enable software to learn from patterns. The various subfields of AI operate in distinct manners. While individual interests and trends are in a constant state of flux, certain fundamental aspects, such as personality traits, tend to remain stable. However, client persons may evolve gradually over time as trends shift. The automation provided by AI can significantly simplify the organization of this information. Marketing teams are able to keep pace with the swiftly changing fads and trends, ensuring that they deliver content to clients and potential customers that is timely, relevant, and customized to their specific needs. Marketing campaigns can now incorporate a much higher level of personalization than was previously achievable. By more effectively

tailoring their content and products to the unique preferences of consumers, marketers employing AI-driven strategies can enhance customer engagement and improve conversion rates.

The tone and style of communication are crucial. AI algorithms can inherit biases from the datasets they are trained on, potentially resulting in biased recommendations or decisions. An overreliance on technology signifies a dependence on AI that may lead to a diminished human touch and intuition, which are often vital in marketing. There exists a possibility of misunderstanding, as some marketers may not fully grasp the workings of AI; they might excessively utilize or rely on AI recommendations without performing a thorough analysis. To utilize AI systems effectively, employees must receive continuous maintenance and updates. Another challenge that arises is the accuracy and ethical concerns, as AI systems are not infallible and can make errors, particularly in complex or ambiguous situations. The application of this technology in marketing prompts ethical dilemmas, including intrusive tracking, misleading practices, and the risk of disinformation. AI presents numerous advantages for marketers, such as personalization, efficiency, and data analysis; however, it also brings forth ethical, bias, and privacy challenges. A thoughtful approach that addresses these concerns while optimizing the advantages that AI can provide is essential for the successful incorporation of AI in marketing.

Opportunities of Artificial Intelligence:

The marketing industry is undergoing a transformation due to AI, which is creating new opportunities for personalization, predictive analytics, chatbots, and marketing automation. Personalization representation one of the most significant applications of AI in marketing. Marketers can utilize AI-driven algorithms to



analyze vast amounts of customer behavior and preference data, enabling them to create tailored messaging and experiences. This approach can assist businesses in fostering stronger connections with their customers and enhancing customer loyalty. Predictive analytics is another domain where marketing can leverage AI. By scrutinizing client data, AI systems can identify patterns and predict future behaviours. By anticipating customer needs and preference, companies can more effectively target their marketing efforts.

Chatbots- Another domain where artificial intelligence is significantly influencing marketing is through chatbots. These chatbots can engage in real-time conversations with customers, providing tailored recommendations and resolving issues by leveraging natural language processing (NLP) and machine learning.

Marketing Automation- Additionally, AI is enhancing the effectiveness of marketing automation. Companies can automate tasks such as lead generation, lead scoring, and email marketing using AI-driven platforms. This enables marketers to focus on more strategic endeavors, including campaign development and data analysis.

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According to research, artificial intelligence possesses the capability to gather vast amounts of data at unprecedented speeds due to iterative processing and algorithms that enable software to learn from patterns. The various subfields of AI operate in distinct manners. While individual interests and trends are in constant flux, certain fundamental aspects, such as personality traits, tend to remain stable. However, client persons may evolve gradually over time as trends shift. The automation provided by AI can significantly simplify the organization of this information. Marketing teams are able to keep pace with the

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Limitations:

The research was carried out utilizing secondary data sources. The results obtained from the study may indicate discrepancies arising from the diverse applications of AI across different stages of marketing strategies and consumer perception.

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