AN EMPIRICAL STUDY OF ARTIFICIAL INTELLIGENCE MARKETING - SUPREMACY AND WEAKNESS WITH SPECIAL REFERENCE TO BANGALURU

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ABSTRACT

The study concentrated on Artificial Intelligence Marketing – Supremacy and Weakness .The study found that, existing artificial intelligence marketing in various shopping apps and website, which was helpful and also kind of drawback in few users (customers). This study is based on the primary and secondary data. The paper identified the usage of artificial intelligence used for collection of information and respond to the need and also used for market their products with the offers and such like. The study also found that the understanding, need of the customers or consumers based on the taste and preferences.

Keywords: *Artificial Intelligence, Machine Learning, Marketing, Chat box, Taste and Preferences, Shopping.*

1. INTRODCTION

The concept of big data (i.e., customer data) plays a vital role in managing, the right and smart usage of data, where the seller needs to market a particular product in the market through thorough learning and proper understanding of the market demand and customer taste and preference.

Understanding the market demand and customers' requirements for the particular product/products was a challenging task. The demand and changes in the market were increasing. It was met with the usage of technology with machine learning. Technology like artificial intelligence was used to distribute the products (drones were used for delivering the product – Amazon).

In the later stage, the use of artificial intelligence with the machine learning concept was introduced to understand customers' needs, buying behaviour patterns, and the idea of product development.

This methodology also helped in introducing the new product in the market in a particular market segment and market line, by understanding the market trends and their usage. Machine learning helped in learning and understanding the concept by predicting the new requirement of the customer, overlooking the future requirement of the customers based on the previous purchase or the usage. The machine learning concept was used like Chat bots and other features.

Market segmentation with targeting the customers' needs with proper product positioning in the existing market. The concept of marketing the product through artificial intelligence and machine learning is major used by the online shopping portals or through Apps and also through the social media platform. Machine learning concept will help to understand, apply and analyse the usage of the customer in the past and try to promote the existing or new product to the customer. This platform will help for boosting the sales by target marketing concept.

2. OBJECTIVES OF THE STUDY

a. Impact of Artificial Intelligence Marketing at present need.

b. To find the Supremacy of Artificial Intelligence Marketing with the product reach to end   customers.

c. To find the weakness in Artificial Intelligence Marketing – Customer's Perspective.

3. REVIEW OF LITERATURE:

(**Andrea De Mauro, 2022**) This paper concentrated on Machine learning and artificial intelligence use in marketing. The article explained the stepwise introduction of machine learning and artificial intelligence. It explains the concept and a few uses of AI and ML in marketing concepts. Majorly the basic concept is explained.

(**Sanjeev Verma ∗, 2020**) The article concentrated on 'Artificial intelligence in marketing: Systematic review and future research direction'. This paper majorly concentrated on the review of literature from 1982 to 2020. The article suggested the concept area to be focused on in the future research-wide area. They have highlighted the research gap and also suggested some areas related to the concept.

(**Thiraviyam, April 2018**) The study analyses various aspects of artificial intelligence, and reveals the necessity of adapting it as a marketing strategy by marketers for the marketing of their products and services. The study gave a view of AI and ML in marketing concepts.

(**Mekhail** Mustak, 14 October, 2020) Article highlighted on Topic Modelling, Scientometric Analysis, and Research Agenda – It gives brief on the concept of usage and the pattern of it all around the globe.

(**Xi, 2020**) The study focused on the review of the literature and means-ends network demonstrating the values and the relationships between the articulated values of artificial Intelligence in marketing by the subjects.

(Abdul Moaz Alkhayyat, 2022-06-01) Thesis data provides information – Marketers today are willing to learn how to improve digital marketing to touch on every customer and clearly express their desires. Artificial Intelligence can help companies reach their potential marketing goals – the findings in thesis.

(**Secinaro, S., Calandra, D., Secinaro :2021**)The literature gave the information on artificial intelligence marketing, machine learning, digital marketing The focus on the Indian customers and the Indian companies is less. Where found the big research gap in the review. The supremacy and the weakness area are used in the view point of users or customers.

(**Nguyen, Hung, 2019**) The most important element which could make a tremendous shift on the human live, Artificial Intelligence (AI). It is an unpredictable and limitless potential source, and no one knew exactly how the world will be in the future. The more you know about AI, the more you will get. Most likely there is nothing can stop , from discover the space to get hand on human genetics.

(**Ewa Dominika Andrejczuk,2018**) Organizations have shifted from work arranged around individual jobs to team-based work structures. A new generation of solutions for organizations must give support to team management by encouraging team effectiveness and introducing automation.

(**Elad Liebman ,2018**) main research motivation is to develop complete autonomous agents that interact with people socially. For an agent to be social with respect to humans, it needs to be able to parse and process the multitude of aspects that comprise the human cultural experience.

RESEARCH METHODOLOGY:

4.1 RESEARCH DESIGN:

4.1.1 Statement of the problem

The usage of artificial intelligence in marketing is positive and also with negative impacts on society – Users and costumers. **"An Empirical Study of Artificial Intelligence Marketing**

– Supremacy and Weakness with special reference to Bengaluru." The statement tries to explore the concept of marketing through artificial intelligence.

4.1.2 NEED AND IMPORTANCE OF THE STUDY:

The study is completely focused on understanding "**An Empirical Study of Artificial Intelligence Marketing – Supremacy and Weakness with special reference to Bengaluru.**" Where the impact on technology innovations, is the development of marketing through artificial intelligence connectivity. This study was focused on Bengaluru Urban.

The study is important to know the impact of artificial intelligence marketing facilities. This study is concentrated on the shift changes in the use of Technology.

4.1.3 SCOPE OF THE STUDY:

The study mainly focused on the usage of artificial intelligence marketing by the sellers in the present market need and changes in the technologies, which is impacting directly the manufacturer and the ultimate customers' demand. The study also emphasizes the supremacy and the weakness of artificial intelligence marketing. The study also analyzes the values learned by the use of artificial intelligence marketing.

4.2. Type of Research

The researchers used empirical research as the research problem needs more clarity and require the perception of information on Artificial Intelligence Marketing.

4.3.TYPE OF DATA:

Primary Data: The data was collected through a personal interview and through observations.
Secondary Data: The data Published and Unpublished materials.

4.4. SAMPLING DESIGN:

Judgmental Sampling was used while selecting the individuals for the response and it was decided the select the samples from Bengaluru Urban as a part of the regional study. The study was confined to 50 Individuals who responded positively to the study.

4.5. DATA COLLECTION

It was conducted using a personal interview on an online platform (WhatsApp) and other social media approaches, in Bengaluru Urban.

4.6. LIMITATIONS OF THE STUDY:

- The Sample size is quite small, it can't be generalized for the whole population.
- Only 50 individuals were used in a personal interview.[Due to period factor consideration]
- The study was online conducted, due to the limited period.
  - It is limited to the short period of data collected and Bengaluru Urban.[26/12/2022 to 06/02/2023]

5. ANALYSIS

1. The size of respondents with their gender classifications are as follows:

Graph 1 - Respondents with their Gender Classification
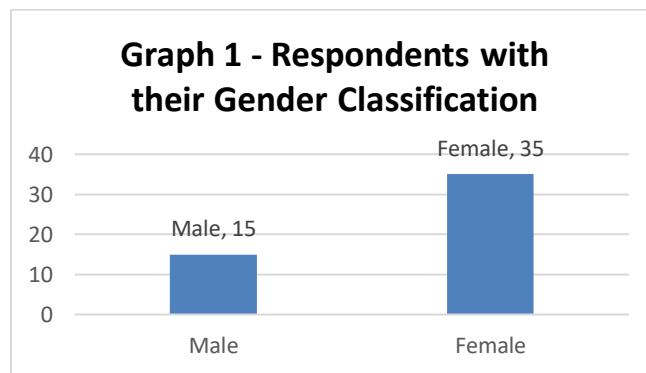
Of the 50 respondents, 15 were male, and 35 were female. More number of female participated in the study compared to male respondents.

2. Are you aware of the artificial intelligence marketing concept?

Graph 2 - Awareness of Artificial Intelligence Marketing
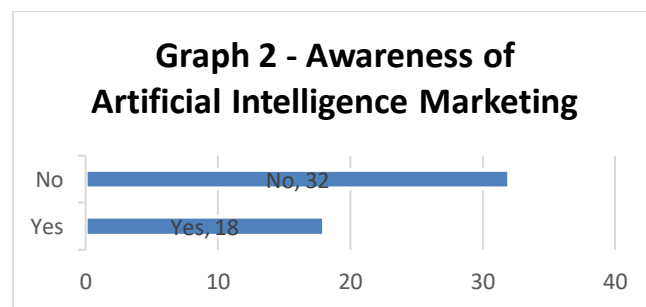
All the respondents are having Undergraduate and above qualifications. 32 respondents' response was no and 18 responses were yes. The no responses were due to the unawareness of the technological involvement concept, which they know as technological changes, upgradation, and development in the present era. The yes respondents had some knowledge of artificial intelligence involvement and the need of the era.

3. **The user's understanding of machine learning:** 28 respondents say, where they understood the concept of machine learning and its impact. Some respondents say that they understood concepts in practical usage of a few websites and apps like Flipkart, Amazon, and others, understanding and analyzing their buying behavior of them.

4. **The concept of Artificial Intelligence Marketing usage usefulness (Users' or Customers' perspective):** Very few (10) respondents accept it as useful. Where they concentrate on a dip in price or offer in the product as a potential need. Some respondent says that artificial intelligence understands the previous usage of goods or service of them and give more information relevant to the needs. Some say that the concept of making payments like G-pay, PhonePhe, and other UPI Apps support awesomely. The involvement of the GPS concept also was discussed by some of the respondents.

5. **The concept of Artificial Intelligence Marketing weakness (Users' or Customers' perspective):** The majority of the respondents say that there are weaknesses (drawbacks) in machine learning and artificial intelligence marketing. They feel irritated by notifications that they keep receiving in the mail and also on mobile (for App usage).

   Some say that there is an issue in the merchant banking system (for example The amount debited during the payment gateway sometimes gets failure in the last stage and the refund process takes many days and long procedures to be followed).

   Some respondent says that some wrong or default products will be sent and again it's time-consuming. Some respondents say that they feel the approach of machine learning and artificial intelligence in marketing is not appropriate based on human values.

   The Chabot usage will give anxiety use, it gives responses only to the set of questions that is loaded. If you want some information that is not framed in the question of Chabot, you need to do a mental exercise to talk or chat with the executive.

6. CONCLUSUIOIN

The study clearly gives the information that there is more weakness than supremacy. The study gives information on developmental requirements in Artificial intelligence Marketing and the concept of Machine learning. The study shows that there is more weakness than supremacy. The study gives information on developmental requirements in Artificial

intelligence Marketing and the concept of Machine learning. In the responses, the study found that there should be more flexibility and user friendly in the usage of chat bot systems, where it should be more interactive. The AI in marketing required adequate and should be relevant, where the user should be user-friendly, and flexible and should avoid repeating the information and also should check with the customers, whether the information relevant to the product can be given more information or not. If yes, more information can be shared.

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