

Significance of Artificial Intelligence in Enhancing Marketing Activities

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Abstract: Artificial Intelligence (AI) technologies like sentiment analysis, NLP, virtual specialists are deciding how proficiently a firm arrive at business objectives, from income improvement to exploring unusual market situations. With designated AI driven client experiences one can foster proactive social media marketing way to deal with client commitment, loyalty and retaining customers and market development. Prescient and prescriptive examinations are now making AI marketing instruments fundamental for marketers. Predictive investigation empowers one to increase revenue and foster a business procedure well ahead of time based on past voice of client information. A firm can fabricate long haul plans of action, lead risk assessments, grow market acquisitions, and further develop product designs with the help of AI. Artificial intelligence can robotize everyday errands, customize product as per customer requirements, foresee client expectations, and computerize independent direction. This permits organizations to save time and assets while making more proficient advertising efforts. Advertisers can involve artificial intelligence in marketing to rapidly handle a lot of information from virtual entertainment, emails, and the Internet.

Key words: *Artificial intelligence, sentiment analysis, NLP, social media marketing, customize product*

1.Introduction:

AI is the study of creating machines that can think like people and can do things that are shrewd. Computer based intelligence deal with a lot of information quickly, in contrast to people. The objective for artificial intelligence is to have the option to do things, like perceive designs, and judge like people. AI is the re-enactment of human knowledge processes by machines, particularly PC frameworks. Explicit uses of artificial intelligence incorporate master frameworks, normal language handling, discourse acknowledgment and machine vision. The applications for computerized reasoning are interminable. Innovation can be applied to a wide range of areas and ventures. Artificial intelligence is applied in marketing, banking and different areas and it is tried and utilized in the medical services industry for proposing drug doses, recognizing therapies, and for supporting surgeries in the operation theatre. (2)

AI can be utilized for promoting robotization to empower the interpretation of information into decisions, significant communications, and a useful impact on organization results. Simulated intelligence enables current advertisers to acquire a far reaching and smart comprehension of the customers. With the help of AI, advertisers and associations can find out important client experiences from a different information source. AI will actually want to distinguish, catch, and anticipate future patterns. By contemplating and examining online media AI can have a more exact expectation of shoppers' needs, inclinations, and requirements, and how it might change from now on. **(1)**

AI driven marketing is set to drive 45% of the absolute worldwide economy by 2030. The universe of marketing is going through a gigantic change at this moment. AI marketing is taking on a greater job with the coming of shrewd promoting instruments and generative AI like Chat GPT, setting out a wealth of open doors for marketing groups to accomplish a greater number of sales than they do at present. AI driven shrewd robotization engages virtual entertainment chiefs and client support groups to work on functional productivity through lexical and factual based triggers that drive intelligent work processes.

2. Review of literature:

A. M. Turing, in his article Computing Machinery and Intelligence - 2023, stated that AI has a scope of utilizations with the possibility to change how one work and regular routines. Though these changes are invigorating, they likewise present many difficulties. Utilization of simulated intelligence has more prominent precision in assembling vehicles or PCs, diminished functional expenses because of more prominent effectiveness of machines, and immediately produce new text or images. But there is employment cutback due to expanded automation, and make deception, as well as coincidentally disregard regulations and guidelines. **(2)**

Nicole Laskowski, Senior News Director in her article - A guide to artificial intelligence in the enterprise (2023) explained that Artificial intelligence is significant for its capability to change how we live. AI is applied in business to mechanize assignments done by people in marketing, misrepresentation identification and quality control. AI can perform work superior to people especially in breaking down enormous quantities of authoritative archives to guarantee that applicable fields are filled in appropriately, artificial intelligence devices frequently complete positions rapidly and with less mistakes. In light of the gigantic informational collections, it can process effectively, and can give ventures experiences into their activities, which they probably won't have known about. The quickly growing populace of generative AI devices will be significant in fields going from banking, education and marketing to plan.

Jane Irene Kelly in her article the Role of AI in marketing and how to use it (2023) mentioned that AI is an incredible asset for marketers, and it tends to be used in numerous regions in marketing. An overview tracked down revealed that 53 % of marketing experts consider generative AI provides unique advantage. Marketing study assessed that the technology can assist them with saving five hours of work each week, which leads to one month of saving every year. With the help of AI, big data examines information rapidly and proficiently, getting significant bits of knowledge, patterns that people would take a long time to find, or miss the information. This empowers and speeds up more dynamic decision in marketing. Executing AI

in marketing requires specialised experts with abilities that might not be promptly accessible in the organisation. To maximise revenue from AI implementation, the firm must work with experts who will assist to bring prosperity and assets by guaranteeing that the employees will be trained well to utilise AI in marketing efficiently. (8)

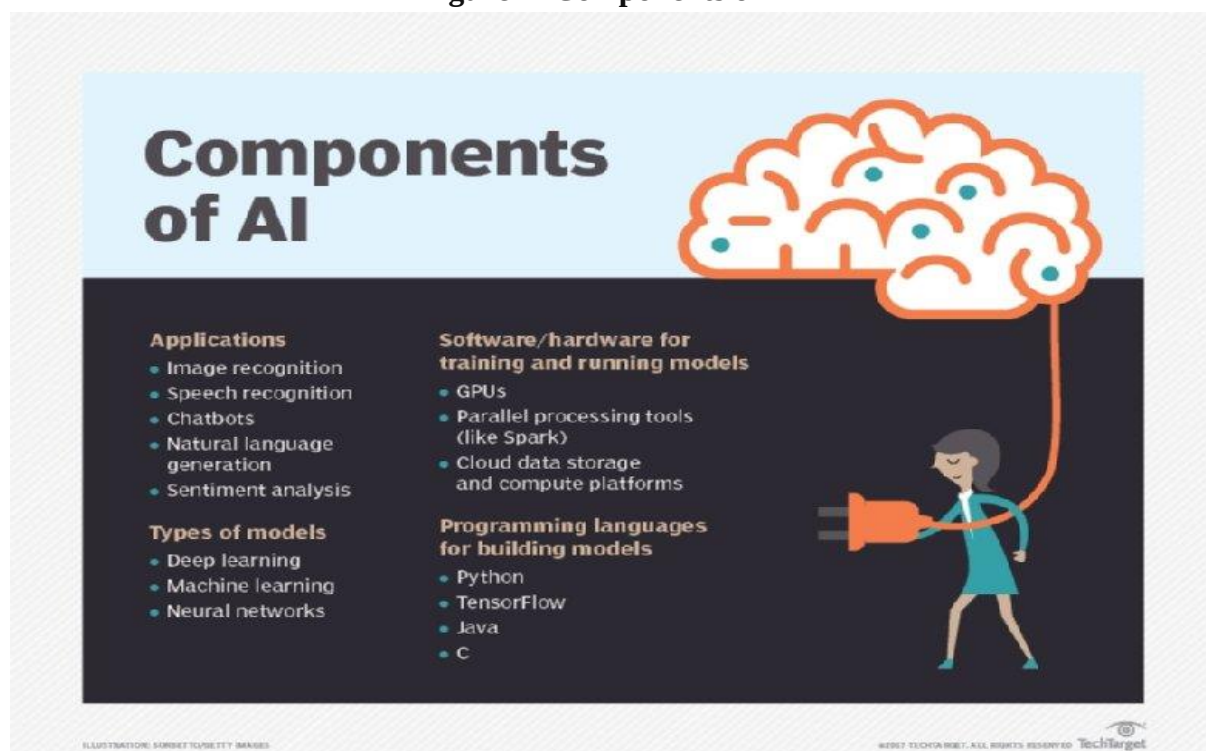
3. Objectives:

- To learn the components of AI
- To examine the impact of variables on sales adapting AI marketing
- To understand the significances of AI on sales through case study

1) -To learn Components of AI

The Artificial Intelligence is a field of designing that involves exceptionally progressed procedures and innovations for planning programming and robots to think and act brilliantly. It includes self-driving vehicles, speech acknowledgment, or complex learning methods. AI can give organizations and associations knowledge into their everyday activities that they could not in any case comprehend. AI programming can help organizations in marketing and funding, schools, and medical care centres to perform work more rapidly and successfully than people. The components of AI are learning, thinking, critical thinking, perception and processing language. AI utilises Python, Tensor flow, Java and C languages to build the model.

Figure 1- Components of AI



To train and run the model AI uses software GPUs, cloud data storage and Parallel processing tools.

4. Discussion

4.1. Applications:

Image recognition is utilization of PC vision wherein machines recognize and arrange explicit items, individuals, text and activities inside computerized pictures and videos. Basically, it's the capacity of the software to "see" and decipher things inside visual media the manner in which a human can see. Image recognition is likewise useful in rack checking, stock administration and client conduct examination. (4)

Speech recognition empowers PCs, applications and programming to appreciate and make an interpretation of human discourse information into text for business arrangements. The Speech recognition model works by utilizing AI to investigate your voice and language, distinguish by learning the words you are saying, and afterward yield those words with record exactness as model substance or text information on a screen. Speech recognition empowers PCs and programming applications to "comprehend" what individuals are talking about, which permits them to handle data quicker and with high exactness. They are gainful in aiding media and marketing individuals in creating their drafts. (5)

AI is hanging around for the long stretch and is taking jumps and limits to enhance marketing. **Chatbots** objective is basically to offer data, and help, or take part in regular discussion. It is utilized in customer service and emotionally supportive networks across enterprises to computerize errands, give direction, or engage clients. AI chatbots makes customer support more proficient and can change tasks to work on their effectiveness and give better client encounters. (7)

Natural language generation is the course of precisely making an interpretation of what you say into machine-decipherable information, to create a reaction. NLG is applied in Chatbots that consequently answer inquiries on sites. Voice aides like Siri answer orders. Conversational AI helps to carry on two-way discussions. AI blog journalists for content creation can utilize a language model to compose anything from a sentence to a whole article consequently. It is used to comprehend which language resounds with customers, and then at that point, utilize NLG to make messages they're probably going to answer. (10)

Marketing relies upon their ability to fulfil client prerequisites. Organisations spend huge amount on marketing exploration to acquire information about client inclinations and needs. The contemporary business climate makes associations more dependent on a framework for early change location to respond appropriately. Marketers use sentiment analysis to understand their purchasers through what is alluded to as the voice of the client. **Sentiment analysis** is the method involved with finding, assessing, and sorting pessimistic, nonpartisan, or positive feelings communicated by people. Sentiment analysis controlled by AI turning into a crucial device for organizations and helps to acquire an understanding into clients' viewpoints. (13)

4.2. Types of models

AI models are significant and far and wide in every area, organizations must comprehend how these models work and the likely ramifications of utilizing them. Regulated models gain from ground truth information that was marked physically by information researchers.

Deep learning is a subset of AI that is comprised of a brain network with three layers namely input layer, hidden layer and output layer. A brain network endeavours to display the human mind's way of behaving by gaining from enormous informational collections. Deep learning drives numerous AI applications that further develop the manner in which frameworks and apparatuses convey administrations, for example, voice-empowered innovation and credit card misrepresentation identification. AI and ML are the foundations of the following upheaval in figuring. In spite of the fact that machines using artificial intelligence standards are frequently alluded to as "savvy," the vast majority of these frameworks don't learn all alone; the mediation of human writing computer program is important. Data researchers set up the data sources, choosing the factors to be utilized for prescient investigation. Deep learning can finish this work naturally. (9)

Machine learning (ML) is one method for utilizing AI. Machine learning is a sub field of AI that empowers PCs to learn without expressly being modified. Deep learning (DL) is a subset of ML, which is a subset of AI. DL relates to algorithms that can figure out how to perceive designs in information, while ML is broader and manages algorithms that can get familiar with any sort of work. Rather than beginning with an emphasis on technology, organizations ought to begin with an attention on a business issue or client need that could be met with Machine learning. ML is known in its application across business issues under the name prescient examination. (15)

Neural networks are a sub type of AI and a fundamental component of deep learning calculations. The engineering of a neural network is founded on the human mind. Its exceptionally interlinked structure permits it to impersonate the flagging cycles of organic neurons. Ordinary PCs adhere to the guidelines of their programming, but neural networks consistently develop through cutting edge calculations. Neural PCs 'program themselves' to determine answers for beforehand concealed problems. Neural networks are a troublesome use of AI, permitting the critical thinking powers of deep learning to be utilized to improve marketing by satisfying customers. (6)

4.3. Impact of variables on sales adapting AI marketing

Through AI organizations can assemble knowledge that can assist with enhancing sales, increasing income, and make the work simpler and useful for marketing staff. It is fundamental to embrace a culture that is both AI friendly and information driven. Marketing resources controlled by AI come in different structures, including predictive analytics, client division, dynamic pricing, and suggestions to improve sales. **Customer segmentation** takes into consideration making more designated and customized client campaigns. The usage of AI in this cycle accomplishes increase of sales and revenue. Customer segmentation is the interaction by which the firm split their clients in view of normal attributes - like socio economics or ways of behaving. The promoting group or sales team can connect with those clients all the more successfully. (3)

AI permit organizations to make mechanized and **incorporate targeted email marketing** efforts and acquire experiences from their email records. AI arrangements permit organizations to make computerized at this point connecting with email promoting efforts while additionally

acquiring bits of knowledge from their email records. AI persistently examines the presentation of promotion positions and changes investing in genuine energy to further **improve media buying**. When by chance one promotion activity isn't profitable, AI can redirect funds to additional fruitful missions, guaranteeing that marketing expenses are spent effectively. Thus, it helps to increase sales.

E commerce business organizations can carry out AI in their marketing efforts to **enable predictive analytics** and foresee sales patterns in view of past data. Predictive analytics is the utilization of information, factual calculations, and ML strategies to find the probability of future results in view of authentic information. It can help sales groups to gauge interest, reasonable pricing, recognize expectations of the customer, and further develop consumer loyalty, which leads to increase in sales. By examining information got from various sources, like social media, AI frameworks find shifts in market patterns and consumer opinion. Advancement in AI is **content generation**. Generative models, like GPT variations, have been prepared on huge datasets, permitting them to produce lucid and important substance. This assists marketers to spotlight more on retaining and getting new customers, which support in accumulating sales.

Automated image recognition frameworks controlled by neural networks and deep learning models can quickly recognize and group visual substance inside photos, recordings, or live streams. AI driven picture acknowledgment can additionally raise the client experience. When purchasers transfer pictures to look for an item, the technology can find things inside the image and direct clients to comparative items or styles, simplifying on the shopping system. A client can snap a picture of a thing they like and transfer it to company's site. The image recognition system, acknowledge the picture and track down comparative or matching items in the firm's catalogue. This can make the item search quicker, simpler, and more exact, particularly for things that are difficult to explain with words. It can increment client commitment and fulfilment, as they can find new items that suit their inclinations and necessities which indirectly enhance sales.

Because of the capacity to examine customer conduct and customize client collaborations, AI in marketing empowers brands to make a seriously captivating and significant experience for every client. It further develops **customer experience** by making it simpler for customers to find what they're searching for. AI can be utilized to smooth out and streamline the client experience, which will permit organisation to eliminate misunderstanding from the purchaser, produce more leads, and lift your sales to greater levels. AI in marketing can be additionally used to **enhance brand recognition and reputation** of the firm. Having the option to get convenient information on buyer conduct, the firm can change their marketing methodologies that lead to escalate sales.

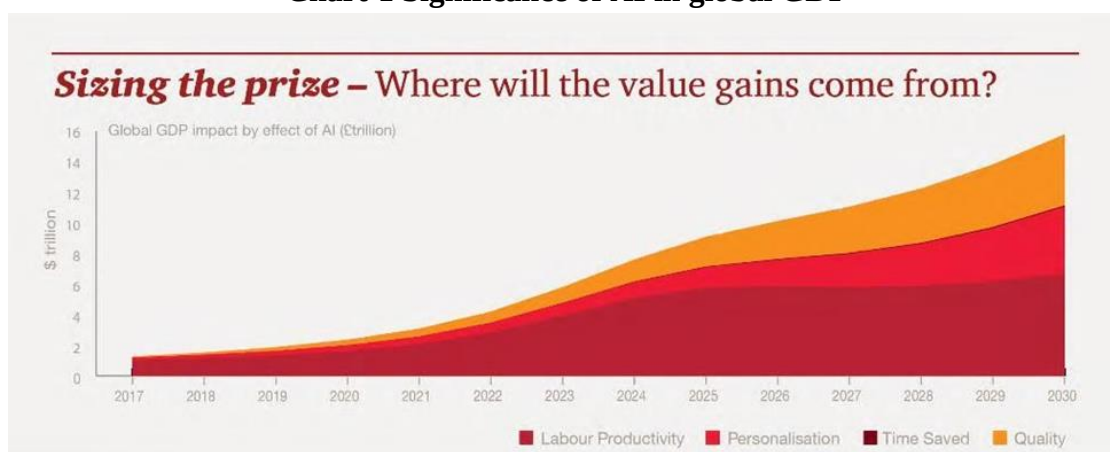
By **implementing AI driven automation** in marketing, organisation can computerize tedious errands like information assortment, campaign allocating, advertisements creation, and email marketing, which assist marketing groups to concentrate on creative assignments. When a firm executes AI driven computerization, it assists with guarantee that particular promotions attract the right crowd at the right time, leading to increase of sales and retention rates. AI and ML calculations permit firm to get constant information on client commitment and loyalty. AI can

deal with huge information, like client communications and purchases quickly. By continuously monitoring **customer insights regularly**, artificial intelligence offers solutions for up-to-date problems regarding client inclinations and problem areas. To find target customers through consumer insights helps to get more transformations opens new sales chances for the concern. Sales team can analyse which items are best purchased by customers, which correspondence channels get the most reactions, from the consumer.

4.4. To understand the significances of AI on sales through case study

Technology has made our life irrefutably easier. What we once expected to do physically can be performed with the help of AI effectively. The use of AI has importantly ascended to include all businesses, but we are yet to use web-based marketing and publicizing completely. AI device can utilize statistics decision tree that explains marketing targets and surveys of past information. Companies can utilize AI and machine learning models to dissect client conduct, distinguish designs, and foster digital marketing procedures. AI assists association to predict client behaviour. (12)

Chart-1 Significance of AI in global GDP



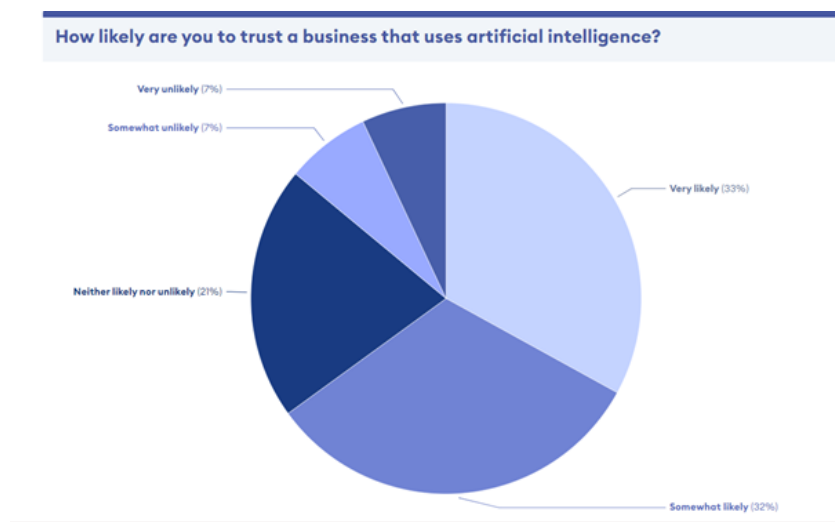
Source: PWC-Sizing the Price

From the above chart it is clear that AI has a positive impact in increasing the GDP over the years. China has gained a growth of 26% GDP, then by North America by 14.5 % and expects \$ 10.7 trillion increase in sales in the global economy. In India AI's impact on market growth is \$680 in 2022 and it might increase to \$3935.5 million in 2028 and shows CAGR increase rate of 33.28% in 2023 to 2028. (14)

At the start of new marketing program, the firm must be certain that AI marketing stage, won't go too far of satisfactory information for the sake of data personalization. Company has to be certain that data security norms are laid out and modified into their artificial intelligence advertising stages to keep up with consistence and purchaser trust. As AI marketing programs and machine learning take more information, they will figure out how to make precise, successful choices. If the information took care of their AI for promoting program isn't normalized and mistake free, the bits of knowledge won't be helpful. They can hurt the main concern as opposed to help it. Prior to carrying out any AI marketing programs, promoting

groups should facilitate with information supervisory crews in different lines of business to lay out processes for information purging and information upkeep.

Pie diagram-2 Trust in Business that uses AI



Source: Forbes advisor

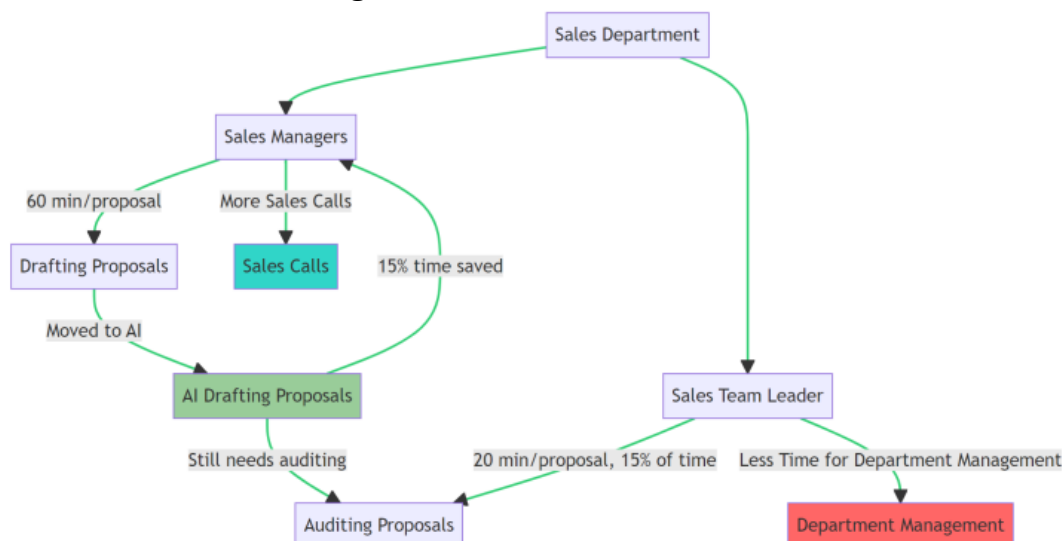
From the above pie diagram, it is clear that most of the customers (33%) trust the business that uses AI and believe that it is the most extraordinary innovation that the world has seen. **Amazon and Apple** have applied AI and play a vibrant role for their success. The huge organizations and worldwide economies are ultimately adapting up to the new changes and shaping arrangements which are best lined up with the AI controlled technology. It is vital that in marketing reasonable objectives and advertising examination are laid out for AI promoting program. Begin by recognizing regions inside missions or activities that could tolerate being improved, like segmentation. Then, lay out clear KPIs that will assist with enlightening how fruitful the AI assisted marketing effort has been significant for subjective goals like developing client experience. AI used for voice enabled e commerce and improves whole shopping experience.

Invoca organization promotes organizations and their marketing groups take the benefit of AI while saving the human touch in client communications. In digital world, the majority of buyers actually prefer to use the telephone when they need to contact organizations. Invoca's AI platform catches 100 percent of telephone associations and creates precise records and definite reports so that showcasing groups can advance promoting methodologies and precisely screen crusade execution. Discussion insight additionally gives advertisers significant and noteworthy marketing data that is assembled from different sources. Thus, Invoca is consistently successful in spite of globalisation with the application of AI in marketing. AI helps in client communication.

Coca-Cola utilized AI that supported progressive marketing activities in different enterprises, carrying creative answers for business challenges. Coca-Cola utilized AI to change their activities and further develop client experiences. Cola 3000 dissected sales information, market patterns, and external elements to figure demand precisely. This permitted Coca-Cola to improve production, manage stock effectively, and abstain from overloading or deficiencies of

stock. The outcome was diminished expenses and further developed consumer loyalty. AI mechanization and streamlining expanded sales, decreasing manual exertion and mistakes in Coca cola. By implementing AI, Coca-Cola accomplished functional greatness, further developed client experiences, and overcame competition. AI used for ordering through app.

Figure- 2- Domino effect model



From the above figure it can be understood that the Domino pizza fasten their work through contact of 3.1 million individuals, with the AI driven digital marketing. Hence sales team work faster and sales manager takes less time to attend calls and draft proposals. Domino's adapt big data after investigations of case studies; they have a sensible thought regarding AI as to how Domino's data mix functions. Domino's gets taken care of data management System, which helps in client segmentation. The organization has been consistently developing its expectations and orders will be prepared, from 75% to 95%. This model depends on lot of factors, like quality of trained chiefs and sales representatives working, on the orders received, to current traffic conditions.

Domino presented AI fuelled tool that computerized proposal drafting was intended to comprehend the particular necessities of customers and produced custom fitted products. The extended proposition drafting process made a cascading type of influence. As project leads were stalled with this errand, they possessed less energy for sales calls, which prompted to reduce sales. The thorough reviewing process in auditing correspondingly affected the sales group pioneer's, hampering her capacity to deal with the office effectively. But consistent training and coaching continuously changed their viewpoint. After a period of time Domino accepted AI and felt they developed more agreeable and productive in drafting proposition. As the sales team leads accepted AI, the requirement for broad active work on the proposal drafting reduced. In any case, Kowalski actually expected to guarantee that the proposals fulfilled the organization's guidelines. AI presentation just smoothed out the proposal drafting process, saving the team lead's time yet not saving hers, which implied her emphasis on running the office was compromised.

Nike is famous for sportswear products and with assistance from AI the brand keeps on developing. Nike utilizes AI to connect with clients by sending off customisable encounters;

Nike utilised a framework that permitted clients to design their own shoes through their web. Clients can pick explicit shoes, as per their needs and expectations. This methodology increased their sales, in addition gathered information through algorithms that can be utilized to plan future items and convey customized suggestions for future requirements. AI helps in customising products.

Haptik, a start-up company in Mumbai used AI that has become famous in the usage of chatbots. Their foundation empowers organizations to fabricate and convey chatbots for different purposes, from client assistance and assist in marketing and sales. The organization utilizes natural language processing to comprehend and answer client requests, simplified the process to converse with their customers.

Niramai, a Bangalore-based organization utilize AI to propel clinical examination. Their innovation was thermography and ML to recognize breast cancer at a beginning phase, where the patient will not be in danger. By dispensing with the requirement for obtrusive techniques like mammograms, Niramai is making cancer screening more available and at reasonable cost for individuals in India and all over the planet

5. Research methodology:

Primary data collected from few corporates using AI in marketing. Chi square test applied to check the importance of AI in increasing market level. It analyses the data collected and interpret the results. Analytical research configuration was considered as it is more obliging strategy, and logical in nature. Under this technique information gathered, hypothesis formulated to analyse the issues. The researcher utilized nominal scale. This study is analytical in nature and causal relationship exists between factors. The researcher used convenient sampling to collect data from companies.

Ho: AI is significant in enhancing market

O	E	O-E	(O – E) ²	(O – E) ² /E
2	2.5	-0.5	0.25	0.1
0	2.0	-2.0	4.0	2.0
-	1.0	-1.0	1.0	1.0
8	7.0	1.0	1.0	0.14
3	1.4	1.6	2.56	1.83
10	8.0	2.0	4.0	0.5
-	4.6	-4.6	21.16	4.6
2	2.4	-0.4	0.16	0.07
4	3.3	0.7	0.49	0.15
-	3.5	-3.5	12.25	3.5
0	4.4	-4.4	17.6	4
8	5.6	2.4	5.76	1.03.
3	2.5	0.5	0.25	0.1
4	3.7	0.3	0.9	0.24
-	4.1	-4.1	16.81	4.1

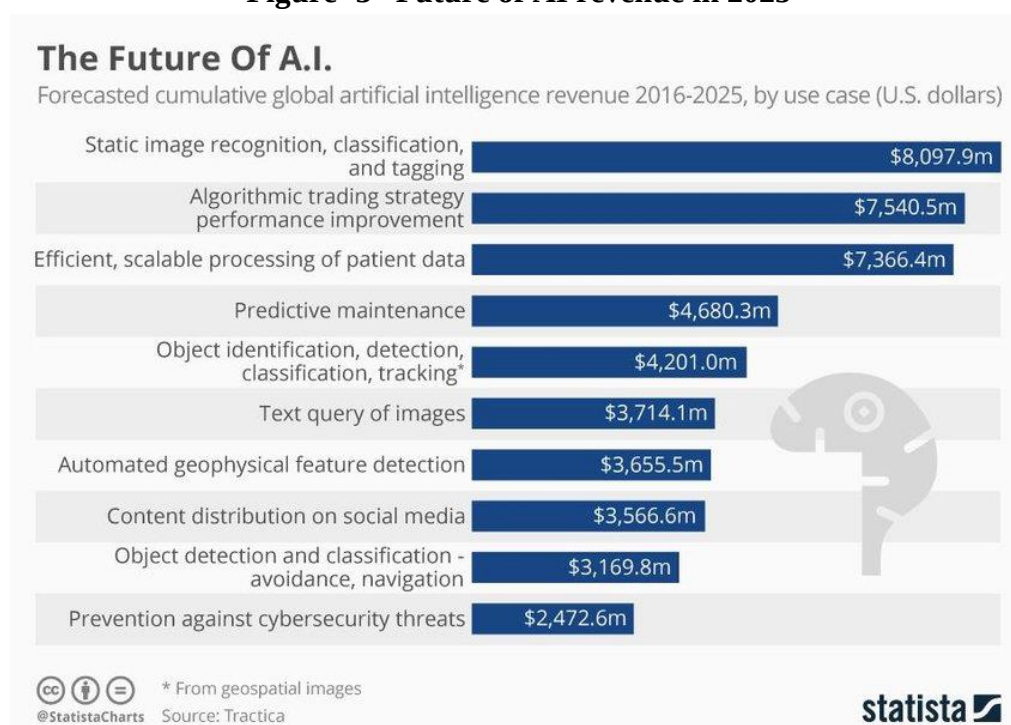
2	3.6	-1.6	2.56	0.71
			X 2	24.07

At 5% level of significance, the critical value is = 16.92

As Chi-squared (X²) calculated value is greater than the table value, null hypothesis is rejected. It means AI is significant in increasing market.

AI marketing includes utilizing computer-based intelligence calculations to investigate shopper information and make customized promoting efforts. Ethical worries and bias must be considered. Security and information assurance issues can emerge because of AI admittance to individual data. There is risk of bias in artificial intelligence calculations, which might bring about prejudicial and out of line promoting efforts. It is significant to investigate and grasp the effect of these issues on marketing performances. To address predisposition, it is critical to direct reviews of calculations, guarantee variety in preparing information, and carry out straightforwardness and responsibility measures. This incorporates guaranteeing that the model training information addresses the business and the market place.

Figure- 3 –Future of AI revenue in 2025



It is evident from the above figure that AI is the call of this day and age and is viewed as the first-class computerized disturbance in the following 10 years. This has yet to be addressed and be prepared for it. The firm must decide whether they will require additional time before we know how it can help us or would it be a good idea for the business to get out. There are a few conversations focussing on implementation of AI. The above chart predicts revenue that will be generated in 2025 in different areas.

6. Findings:

It is stated that most of the consumers accept the increased use of AI while doing shopping.

Most of the consumers (76%) feel there is fabrication by applying AI tools.

Some customers (44%) feel there is vast variance between content created by human and chatbots.

AI marketing stages can mechanize and smooth out processes, saving time and assets. It reduces cost and frame strategic resource assignment.

Majority of the customers are of the opinion that AI will cause security threat for their data.

66 percent employees feel that they lack skills to utilise AI successfully.

Regardless of the reluctance to utilize generative AI, 48% of employees are stressed, as they feel they will lose their employment if they are not aware of using AI technology.

90 % of sales men say AI assists them to serve clients quickly.

AI assists the organisation to understand their client's expectation through social media. This permits the firm to know their clients' expectations and moves accordingly to gain their goals. Information security, precision, and confidence in generative AI gives worry among employees and expected to effectively utilize the technology at work.

AI assists the firm by creating convincing posts, answer well to client remarks and give effective explanation about their products in their web site. This increases brand commitment, enhancement of market share and increased income.

AI helps to make alterations in their products as per the expectations of customers in their e mails, it urges clients to open and answer for mails.

In customer support, AI produces a fruitful issue goal.

Personalization and successful focusing of buyers are key objectives for advertising capabilities. Both are effectively feasible utilizing artificial intelligence.

7. Suggestions:

To enhance the bondage between the organisation and customers AI application must be transparent and ethical.

It is recommended that organizations can successfully utilize AI and fulfil buyers by connecting the buyers and sellers through AI technology.

Organisations business can increase their sales by increasing the customers in a quickly developing globalised market with the help of AI frameworks, by introducing pay-per-click advertisements, web index advertising, Web optimization, change rates, social media marketing, and research.

AI marketing devices observe negative opinions continuously, if right trainers and diplomats are selected, they will offer proactive client care, through which a firm can accomplish success in marketing.

AI training programmes can be offered to employees to upgrade and use it successfully.

Firms must frequently examine their site's client information to find who will be their regular clients, and it must enable them to know what promotion techniques must be applied to maintain their brand loyalty.

AI and machine learning can be effectively used to investigate customer behaviour, detect designs, and improve digital marketing strategies centred on them.

Generally, all organisations wish their message should be welcomed by their customers, and attempt to attract the buyers. Utilizing AI, they can construct creative themes that will attract customers.

AI marketing shouldn't depend on obsolete models worked with the past constraints. New and creative models should be created to use the capability of AI and the abundance of information accessible today completely. Advertisers should adjust and embrace these new models to overcome competition in the developing computerized scene.

AI devices can be applied to gain experiences by relating old and new clients which reveals how to increase more clients. AI permits the firm to focus on their regular clients and satisfy their needs. AI must be used to check relevant data about what every customer needs and how to focus on them.

As customary promoting has become less effective than digital marketing, AI must assist marketing experts with customized information to anticipate whether customers will be keen on buying their products in the market.

8. Conclusion:

With improvement in technology AI applications are incorporated across the globe, empowering many sectors to develop in India. The continuous innovative progressions, like wearable innovation and chip market arrangements, self-driving vehicles or mechanized medical operations, strikingly affect market growth. AI is applied by Alexa or Apple Watch which is connected with the increase market value. The worldwide venture acceptance of AI has dramatically increased beginning around 2017 and is developing at an amazing rate in the future years. As per an IBM study report, Indian and Chinese organizations increasingly use AI contrasted with other mechanically progressed nations. Chinese and Indian organizations use AI with the help of IT employees. 60% of IT experts say their association utilizes AI applications. Artificial intelligence can work as humans and perform assignments without any mistakes. AI devices and robotization arrangements assist organizations to accomplish more production efficiently and assure higher incomes on time. AI tools like deep learning and machine learning shows how AI controlled devices, help to develop efficiency and increment proficiency with effective customer assistance experience.

Artificial intelligence has offered organizations huge efficiency and increased profitability in various sectors, especially in marketing. The effective way to develop marketing is usage of mechanized reporting device. This helps to follow all their key promoting information to see what's boosting and what isn't, permitting them to distribute a greater amount of finance to the things that are creating benefit for enhancing their image. Amazon has tremendously prospered in online business, with the usage of AI in selling. AI has assisted Amazon enormously, through its capacity to make references to clients in grounded on earlier buying or perusing history as well as the experience of different clients. Amazon utilizes AI take these dynamic deals position into voice shopping through its Alexa application. Through its cloud administration, AWS, Amazon has fostered clients with building up their own Chat GPT-like models. The

organization has additionally put resources into its own generative AI research centre to cut short the competition and sustain in the online market.

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