

**AI IN MARKETING: TRANSFORMATION OR  
REPLACEMENT OF HUMAN ROLES?**

*Author: Iroda Akhmadova*

*Affiliations: Faculty member, Department of Business Management,*

*Millat Umidi International University in Tashkent*

*Email Address: irodaubaydullaeva1@gmail.com*

**Co-authors: Hikmatova Parvina**

*Department of Business Management, Millat Umidi University*

**Aliboyeva Madina**

*Department of Business Management, Millat Umidi University*

**Khatera Arman**

*Department of Business Management, Millat Umidi University*

**Abstract**

The rise of artificial intelligence (AI) in marketing has transformed traditional practices, automating routine tasks, refining data analysis, and enabling targeted customer engagement. This paper explores whether AI will replace or complement human roles in marketing, given its current limitations in creativity, emotional intelligence, and strategic vision. Through a review of recent studies and industry insights, this research assesses AI's impact on job roles, customer interactions, and marketing efficiency, concluding that AI is unlikely to fully replace human marketers but rather serves as an indispensable tool that enhances productivity while preserving the unique contributions of human insight and empathy.

**Keywords:** AI depends on data, requires high-quality, creative problem-solving, unique perspectives, personal experiences

**1.Introduction**

This article will be focusing on the direction that AI is taking since it is taking over the jobs in Marketing. Under more dynamic usage, AI tools are presently reshaping how customer targeting is done or the mode of data analysis and even content development. Understanding how AI is shifting the landscape can make you more prepared, and maybe, find significant positions in that industry. Marketing is already scripted by AI, custom advertising is being created, and consumer actions are foreseen. For that reason, we will have appeared one question: Is your job safe? Business is using AI to handle tedious and complex functions, and to process information that is too large and complicated for man to handle. This has led to lot of enthusiasm as well as concern regarding the future prospect of marketing jobs. For the marketers, it implies continually cooking their hats, gaining knowledge on how best to harness AI

technological tools and how their suitable in the competitive market place should be transformed. For the people willing to take a career in marketing it means knowing what is in demand and how one should prepare to face the future, radically being controlled by these AI tools.

## **2. Literature Review**

The rapid evolution of artificial intelligence (AI) is reshaping industries worldwide, with marketing being no exception. By 2030, AI is projected to automate up to 30% of tasks, potentially leading to significant job displacement across sectors (Nellius Mukuhi, 2023). Within marketing, AI capabilities are advancing to the point where algorithms can craft personalized advertisements and generate content, raising questions about whether AI could eventually replace human marketers. This literature review examines existing research on AI's effects in marketing jobs, focusing on automation's potential to transform marketing roles and the implications for the future of the industry.

### **2.1 AI and Content Generation in Marketing**

Studies indicate that AI can produce high-quality short-form content, yet limitations remain. According to research, while AI-generated content can be precise and data-driven, it often lacks the creativity, originality, and emotional depth that human marketers bring. These qualities—creativity, originality, and empathy—are essential in marketing, where emotional connection and brand storytelling play important roles (Team, 2023).

A study published In the Journal of Retailing and Consumer Services highlights this by examining consumer preferences for human versus AI-driven interactions in telemarketing. It found that while consumers are sometimes open to AI in roles like service robots, they still tend to favor human interaction in telemarketing. In particular, consumers responded more favorably to human tele sellers, engaging longer on calls, as empathy serves as a mediator in consumer perceptions. The authors attribute this effect to “mind perception,” where consumers ascribe emotional capabilities to humans over machines. This suggests that, for tasks requiring empathy and complex human engagement, AI may struggle to replace human marketers (Li, Peluso and Duan, 2023).

### **2.2 AI as a Tool, not a Replacement**

While AI's advancements might lead some to speculate about a future without human marketers, industry experts argue that AI complements rather than replaces human marketing capabilities. Grant McDougall, CEO of BlueOcean, asserts that AI will likely make marketers more valuable by freeing them from repetitive tasks. According to McDougall, AI functions like an assistant, automating data collection and analysis to enable marketers to focus on strategic and creative aspects of their work. He suggests that while AI can streamline workflow, it still requires human oversight to maximize its utility. For instance, AI can help identify optimal targeting options, but

human marketers are needed to interpret the data and manage budgets to optimize performance (McDougall, 2022).

This perspective aligns with findings from Khataei (2023), who investigated AI's role in the daily tasks of junior marketers. In his study, Khataei observed that a significant portion of these marketers' workload involved repetitive, low-skilled activities suitable for automation. He predicted that AI's continued development could reduce marketing team sizes, with fewer employees overseeing AI systems that manage lower-level marketing tasks. Despite this, Khataei anticipates that marketing professionals will need to retrain and develop new skills to work effectively alongside AI technologies. Hence, AI might not eliminate marketing jobs, but it could reshape them, increasing the demand for digital marketers skilled in AI tools (Khataei, 2023).

AI's transformative potential is evident not only in marketing but also across various fields, including biology, education, finance, and healthcare (Huang and Rust, 2018). AI's capabilities in these areas showcase its versatility, allowing it to process vast datasets and enhance efficiency across domains. Marketing, as Huang and Rust argue, is experiencing similar changes, where AI connects computing power to human insights. AI's data-processing capabilities allow marketers to gain valuable insights quickly, which helps in crafting personalized and targeted advertising strategies.

### **2.3 Comparative Analysis**

The reviewed studies collectively suggest that while AI has significant potential to enhance efficiency and productivity in marketing, it is unlikely to replace human marketers entirely. The studies converge on several points: AI excels in data analysis and automating repetitive tasks, freeing up marketers to focus on higher-order skills such as creativity and strategic thinking. This perspective is shared by McDougall (2023), who emphasizes AI's role as an assistant, as well as by Khataei (2023), who foresees AI handling low-skilled marketing tasks under human supervision. Both sources argue that AI will make marketers more valuable by shifting their focus from repetitive tasks to strategic planning.

In contrast, Li et al. (2023) bring a different dimension to the discussion by highlighting consumers' preference for human interaction in telemarketing. This study underscores the emotional component of marketing and suggests that certain roles, particularly those involving direct consumer interaction, may remain human-dominated due to the empathy and engagement humans provide.

The findings also align with Huang and Rust (2020), who view AI as a tool that boosts human capabilities rather than replacing them. They argue that AI's computational abilities can significantly enhance marketing effectiveness, particularly in data-driven domains. However, they emphasize that human insight is critical in interpreting AI-generated data and creating effective marketing strategies, a sentiment that reinforces AI's position as a tool rather than an independent solution.

AI's impact on marketing is transformative but not absolute. The reviewed literature indicates that AI is unlikely to replace human marketers entirely; instead, it serves as a tool that enhances productivity and efficiency. As AI technology advances, marketing professionals will need to adapt by acquiring new skills that allow them to work effectively alongside AI tools. In doing so, marketers can leverage AI's capabilities while maintaining the creativity and emotional intelligence that remain essential in the field. Ultimately, AI's role in marketing may be best viewed as a collaborative partner, one that enables marketers to achieve greater insights and results while preserving the human touch that consumers value.

### **3.Problem Statement**

The increasing use of AI in marketing raises concerns about job displacement and the future role of human marketers. While AI excels at automating repetitive tasks and analyzing data, its ability to replace the strategic and creative elements central to effective marketing is unclear. This research addresses the core question: Is AI transforming marketing to the extent that it could replace human roles, or is it merely augmenting human capabilities to improve efficiency and customer engagement?

### **4.Research Questions**

The research was guided by the following questions to effectively achieve its intended goals:

1. How does AI currently impact the roles and functions of marketers?
2. To what extent can AI effectively automate tasks in marketing without compromising creativity and emotional intelligence?
3. What are the potential limitations of AI in customer engagement and strategic decision-making within marketing?
4. How can marketers adapt to and leverage AI technologies to stay relevant in a rapidly evolving industry?

### **5.Purpose of the Study**

This study aims to analyze the impact of AI on marketing roles and functions, assessing the balance between automation and human input in the evolving landscape. By examining current literature and industry reports, the study seeks to provide insights for marketing professionals on how best to integrate AI as a supportive tool, preparing for a future where AI and human skills complement one another rather than compete.

### **6. Research Methods**

This study employs a secondary research approach, utilizing a wide range of existing academic literature, industry reports, and reputable online sources to examine the impact of artificial intelligence (AI) on marketing roles and functions. By focusing on secondary data, this methodology provides an in-depth analysis of how AI is transforming marketing, identifying trends in automation, and exploring the extent to which human roles remain integral within the field. The use of secondary data allows

for a broad examination of existing perspectives and empirical studies, revealing both current applications of AI in marketing and anticipated future shifts.

### 6.1 Data Collection

Data was collected from a variety of sources, including peer-reviewed journal articles, industry analyses, market research reports, and white papers from leading technology firms. The review focused on literature published between 2018 and 2023 to ensure that findings reflect the most recent advancements in AI technology and its applications in marketing. Key academic databases, such as JSTOR, ScienceDirect, and Google Scholar, were used to identify relevant research papers. Industry reports were sourced from organizations such as Gartner, McKinsey, and Deloitte, which provide insights into the commercial applications of AI in marketing. Additionally, authoritative articles from marketing journals and publications were consulted to capture current trends and expert opinions on AI's role in the industry.

### 6.2 Data Analysis

The collected literature was analyzed thematically to identify recurring trends and key themes regarding AI's influence on marketing tasks, human roles, and industry expectations. The analysis process involved categorizing studies based on AI's impact on various aspects of marketing, such as content creation, data analysis, consumer engagement, and workforce implications. Themes such as automation of repetitive tasks, the role of human empathy in consumer interactions, and the complementarity of AI and human strategic insights were identified through this process.

### 6.3 Limitations of the Study

While secondary research provides valuable insights, it has limitations in exploring emerging trends as they unfold. The reliance on existing literature means that insights are limited to documented studies and available industry reports, potentially missing real-time developments or niche applications of AI in marketing. Additionally, given that AI technology is rapidly evolving, the findings may become outdated as new innovations and applications emerge. Future studies could address these limitations by incorporating primary research methods, such as surveys and interviews with marketing professionals, to capture up-to-date, firsthand perspectives on AI's evolving role.

### 6.4 Ethical Considerations

The use of secondary data in this study ensures that ethical considerations are met by relying solely on publicly available sources and published research. No personal data or proprietary information was accessed, and the research findings are presented objectively to avoid any misrepresentation of the original studies or data sources.

In summary, this study utilizes secondary research to explore AI's transformative impact on marketing, relying on existing literature to assess the current and potential future roles of AI.

## **7.Findings**

The integration of Artificial Intelligence (AI) into marketing has opened new frontiers, redefining traditional practices. However, its potential raises an important question: Is AI transforming the marketing landscape or positioning itself to replace human roles?

### **AI's Expanding Role in Marketing Automation and Optimization**

AI has been pivotal in automating repetitive tasks, such as data collection, email marketing, and customer service through chatbots. By handling these routine responsibilities, AI allows marketers to shift their focus toward more strategic and creative tasks. Napier's study supports this, showing that automation of mundane tasks frees marketers for higher-level work, streamlining operations and reducing the risk of human error. Additionally, AI can deliver consistent, targeted messages by customizing communications based on demographic insights. These capabilities save time and money, offering businesses the chance to set up campaigns that run autonomously while maintaining precision (McGill, 2023). According to Simon Lusty, the chief marketing officer of Aquent, using AI has shifted from being optional to an essential factor in shaping today's marketing landscape (2024).

### **Personalization, Predictive Analytics, and Customer Insights**

Beyond mere automation, AI's real strength lies in analyzing massive datasets to uncover actionable insights into customer behavior, which human analysts would take much longer to derive. This data-driven understanding allows marketers to anticipate customer needs and preferences with higher accuracy, leading to more personalized and relevant messaging. AI's predictive analytics tools can improve targeting and enhance customer segmentation, helping companies tailor campaigns that resonate more deeply with specific audiences. Thus, AI empowers marketers to generate meaningful interactions and improve customer experience, reinforcing customer loyalty and boosting engagement (Taseer, 2022).

### **The Impact on Marketing Employment**

The widespread implementation of AI has fueled concerns about job displacement, particularly for roles that involve repetitive tasks. While there is a possibility of certain roles being automated, creative and strategic responsibilities in marketing still require human intuition and empathy. For instance, crafting emotionally resonant content, developing innovative campaigns, and understanding complex consumer motivations remain tasks that AI is currently ill-equipped to handle fully. Historical evidence also suggests that technological advancements often lead to the emergence of new roles, as seen in the rise of digital marketing positions over the past two decades. Therefore, while some marketing functions may be streamlined or redefined by AI, complete replacement of human roles is unlikely (Taseer, 2022).

### **Potential Drawbacks of AI in Marketing**

While AI-driven automation offers many advantages, it also has limitations. AI-powered interactions, despite personalized messaging, can sometimes lack the warmth and authenticity of human engagement, risking a robotic, impersonal feel that may alienate potential customers. Furthermore, reliance on AI tools reduces opportunities for marketers to build direct customer relationships, potentially affecting customer loyalty and reducing marketers' learning experiences. For example, when campaigns are fully automated, marketers miss the chance to learn from feedback and adapt their strategies, as everything is algorithmically determined. This trade-off underscores the importance of finding a balance between automation and human involvement to maintain authenticity and trust in customer relationships (McGill, 2023).

Besides that, professionals in digital landscape mentioned that AI has some limitations. According to them, AI is not good at storytelling and it is constrained by the data it receives. For successful integration into a company's operations, it requires large volumes of high-quality data. In contrast, humans are adaptable. When faced with obstacles, people can adjust and innovate to overcome challenges. Additionally, they offer unique insights shaped by their personal experiences—something AI lacks (EVOLVE, 2023).

### **The Future of AI in Marketing**

As AI technology continues to evolve, its potential to enhance marketing efforts is expected to grow. In the future, AI could provide even more advanced capabilities in predictive analytics, allowing for sophisticated A/B testing, adaptive customer experiences, and optimized campaign decisions. Marketers can expect AI to handle operational details increasingly, freeing them to focus on creative, strategic tasks that cannot be automated. However, for AI to deliver on its promise, businesses must approach it as a supportive tool rather than a replacement. By combining AI's efficiency with human creativity, companies can maximize AI's benefits while preserving the unique strengths that only people bring to marketing.

Reflections from the review of the literature indicated Artificial Intelligences has been changing the marketing industry from what we already know, an industry where almost all major tasks were performed by means of human interaction. Today The industry now seeks enhancement and efficacy by means of automation of the repetitive and data-oriented tasks.

While AI is capable of handling huge data volumes and possesses the power to generate contents and information that are well customized, however it is not yet able to replace real marketers.

Real and human marketers are of unique value and can direct marketing projects towards strategic and creative aspects and dimensions as well as the emotional potential that highly reflects the borderline of differentiation between AI and human work force.

According to the literature, furthermore, the AI and automation systems also require human control and oversight to generate appropriable insights. With concerns shaping around the AI repackaging human and unemployment for many, yet with AI being replaced with humans in various positions, it will also create new opportunities for human marketers in overnighing AI tools and the process of the data interpretation.

### **Summary of findings**

AI's role in marketing is best viewed as transformative rather than fully substitutive. While it can automate repetitive tasks, enhance data analysis, and improve personalization, AI cannot replicate human qualities like creativity, strategic thinking, and emotional intelligence. Therefore, the relationship between AI and marketers should be symbiotic—augmenting human capabilities while marketers retain control over critical decision-making and creative processes. As AI continues to evolve, marketing professionals who embrace it as a collaborative tool will find themselves empowered to deliver more effective campaigns and connect more authentically with their audiences, ensuring their role in the future of marketing remains secure.

Adverse to what many recognize AI as a threat and concern for the future of many jobs, specifically in the field of marketing, it must be stated that AI is not going to replace human solely but it will change how and in what manners things will be done in the future.

It will Improve and further boost efficiency by automation of tasks that are routine, which creates room for marketers to heed to more importance tasks within the field that requires emotional intelligence and more of creativity, for instance creating strategies for brands and building relationships with the customers.

Jobs and tasks that necessitate human empathy and interaction requires high human involvement such as customer relation management and engagement, depicting the limitations of AI boldly.

While the replacement of AI with human with regards to performing some data driven tasks increase and gets momentum yet human marketers are expected to oversight and control this wonderful technology for many years to come.

The emergence and nourishment of AI the current era and its fast-paced expansion will not only eliminate or decrease jobs and positions but will create more working opportunities for humans. The change will only be in type of jobs and the manner in which jobs and tasks will be done by humans and their AI counterparts.

### **8. Conclusion**

AI in marketing is a transformative force, enhancing efficiency and enabling more personalized customer engagement. However, it remains limited in areas requiring creativity, empathy, and complex decision-making, suggesting that AI alone cannot replace human marketers. Instead, a symbiotic relationship is emerging, where AI handles operational and data-driven tasks, allowing marketers to focus on strategic and



creative aspects. As the field continues to evolve, marketers who adapt and learn to work alongside AI are likely to find their roles secure, blending AI's analytical power with the human touch necessary for building authentic customer connections and innovative campaigns.

## **9. Reference list**

EVOLVE (2023). Will AI-powered Marketing Replace Humans? | EVOLVE Digital. [online] EVOLVE Digital. Available at: <https://evolvemarketing.ca/will-ai-powered-marketing-replace-humans/> [Accessed 6 Nov. 2024].

Huang, M.-H. and Rust, R.T. (2018). Artificial Intelligence in Service. *Journal of Service Research*, 21(2), pp.155–172. doi:<https://doi.org/10.1177/1094670517752459>.

Khataei, D. (2023). ARTIFICIAL INTELLIGENCE AND THE TRANSFORMATION OF DIGITAL MARKETING. [online] eLibrary.ru. Available at: <https://elibrary.ru/item.asp?id=53429076> [Accessed 1 Nov. 2024].

Li, S., Peluso, A.M. and Duan, J. (2023). Why do we prefer humans to artificial intelligence in telemarketing? A mind perception explanation. *Journal of Retailing and Consumer Services*, 70, p.103139. doi:<https://doi.org/10.1016/j.jretconser.2022.103139>.

Lusty, S. (2024). In an AI Driven World, Humans Are Still Irreplaceable| Aquent. [online] Aquent. Available at: <https://aquent.com/blog/in-an-ai-driven-world-humans-are-still-irreplaceable> [Accessed 7 Nov. 2024].

McDougall, G. (2022). AI Won't Replace Marketers—It Will Make Them More Valuable. *Forbes*. [online] 23 Jun. Available at: <https://www.forbes.com/sites/forbesbusinesscouncil/2022/06/23/ai-wont-replace-marketers-it-will-make-them-more-valuable/?sh=1caf5fc812ad> [Accessed 1 Nov. 2024].

McGill, J. (2023). Will Marketing be Replaced by AI? A Future Perspective. [online] LeadFuze. Available at: <https://www.leadfuze.com/will-marketing-be-replaced-by-ai/> [Accessed 1 Nov. 2024].

Nellius Mukuhi (2023). AI Could Displace 800 Million Jobs by 2030. [online] BanklessTimes. Available at: <https://www.banklesstimes.com/news/2023/01/31/ai-could-displace-800-million-jobs-by-2030/> [Accessed 1 Nov. 2024].

Taseer (2022). Replacing Humans in Marketing» Axies Digital. [online] Axies Digital. Available at: <https://axies.digital/replacing-humans-in-marketing/> [Accessed 1 Nov. 2024].

Team, E. (2023). AI in Digital Marketing: Can It Replace Human Marketers? [online] Eight Media Online Solutions, Inc. Available at: <https://eightmedia.ph/blog/ai-in-digital-marketing-can-it-replace-human-marketers/> [Accessed 1 Nov. 2024].