

THE ROLE OF AI IN MODERN MARKETING

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Abstract

This research aims to discover the potential and the contemporary use of AI in digital marketing and its effect on trust and privacy, brand images, and customers' satisfaction. The use of Machine Learning, Predictive, Analytics and Natural Language Processing are today being integrated into marketing frameworks and this is the reason why companies are able to market target and focused efforts. However, these innovations create many ethical and privacy issues for its users mostly on aspects to do with protecting user information and how AI works. The study analyzes the benefits and threats of implementing AI for customer engagement and to optimize marketing activities regarding benefits and threats of AI implementation. Moreover, the study examines the following applied/organizational issues which SMEs encounter in the AI

technology deployment including financial constraint, technical competencies, and technical compatibility. In this paper, through reviewing secondary data and case studies with reference to Google, Amazon and others, the long-term effects of AI on brand loyalty and customer satisfaction in diverse sectors are examined. The research results of this work will discuss the effects of AI on marketing practices to give directions on the appropriate use of AI for an ethical and healthy business that consumers can trust. Finally, the study presents recommendations on how AI can be incorporated optimally into marketing decisions and the ways in which potential adverse effects of AI on consumers' privacy and fairness can be prevented and controlled.

Keywords: AI & Marketing Automation, Big Data, Targeted Customer Engagement, Customer Confidence, Privacy Issues, Customer Retention, Moral Issue, AI & Business Intelligence, Analytics & Predictive Modelling, Small & Medium Enterprises

INTRODUCTION

Accepting innovation as the inevitable process in the context of today's modern marketing environment is one of the most significant tasks for companies now. Technological changes have created a high rate of change in the marketplace and this has affected people's willingness to embrace marketing communications in ways that traditional marketing cannot handle easily. In fact this is one of the main challenges a firm faces as the market evolves towards a technologically oriented one. (De Bruyn, A., Viswanathan, V., Beh, Y.S., Brock, J.K.-U. and Von Wangenheim, F., 2020) Although TV commercial clips, newspapers and magazines ads and direct mails remain effective, they are insufficient in the current world that is increasingly embracing technology. Of course, some of the traditional push strategies including television commercials, newspapers/magazines ads, and mail promotional tools are significant as well. However, in the last few decades, there are new opportunities of Information Technologies growth, and the use of Artificial Intelligence in the marketing industry has changed its direction and brought a unique and effective way for businesses to interact with their customers. (Anderson, P. 2024)

The fast emerging informational technologies and more years Artificial Intelligence has transformed the marketing industry as it provides the business with new approaches for reaching the end-users profitably. The new technology of AI when combined with machine learning and predictive analytics plus natural language processing marks a new marketing advancement. More recently AI appeared and was incorporated into marketing through use of machine learning, predictive analytics and natural language processing. These are integrating well with conventional marketing

approaches enhancing efficiency, delivering detailed insight into customer behavior and making immediate targeted marketing communication possible.

Most of the world giants such as Google and Amazon are benefiting a lot from the use of Artificial Intelligence in marketing because it is effective in reaching out to many consumers while at the same time creating value in the business. (Vinuesa, R., Azizpour, H., Leite, I., Balaam, M., Dignum, V., Domisch, S., Felländer, A., Langhans, S.D., Tegmark, M. and Fuso Nerini, F., 2020) The success stories of Google and Amazon depict the big success story of AI being used in marketing. The greatest advantages of AI to companies have been the extra depth of understanding of customers it has provided. By analyzing big data specific and complex trends in consumer behavior, likelihood to purchase and even creating user personas. With Machine learning, it could determine patterns of consumers, their likelihood of making a purchase and can use that same data to develop a profile for a user and even tailor products or services to match the said preferred user profile. Having this insight has allowed businesses to transition from the traditional and less effective, one size fits all mentality to a much more effective, targeted approach to marketing. (V, D.V., Donthu, D.S., Veeran, L., Lakshmi, D.Y.P.S. and Yadav, D.B. 2023).

These capabilities have occasioned a shift in the marketing strategies from the formerly customary extensive and generalized marketing marketing to the more intensive and specific marketing marketing. Marketing is really a tough job, especially when the market is highly competitive and customers' requirements are permanently changing; that is why AI turns into a valuable partner for everyone working in marketing sphere. Cutting edge in the modern market as clients' expectations rise continuously AI has become very important to the marketing professionals. (Vlačić, B., Corbo, L., Costa e Silva, S. and Dabić, M. 2021)

In addition, there are other areas where AI application has been beneficial; for instance in content production, managing of affairs that involve customers, and optimization of advertisement expenses. So, the uses of AI are not limited to customer profiling in any way. Use of artificial intelligence technologies in client's chats and recommendation engines ensure good client service and relevant product recommendations. This dexterity opens up the possibility where business can design its marketing communication campaign based on information that was almost impossible to come by in the past. Also, AI reduces the cost of advertising since it gets to the right audience with a message that has been designed to appeal to the consumer. Today, several applications in operation for organization as well as for understanding the customers are in the form of bots such as chat bots, recommendation systems, and artificial intelligence including analytics capabilities. (Cannella, J. , 2018) In addition, AI benefit the firm in that the firm is equally able to flexibly adjust the marketing mix

in the shortest time possible depending on changing consumers' behavior or any other force of the market. AI also means activity can be adjusted in real-time to achieve the best returns through changing market conditions. Certain prior research has focused on various fields that have adopted AI, and this paper will specially be dedicated to explain how marketing organization use AI, the pros and cons of its application. Despite these possibilities, it is necessary to discuss the possibilities for implementing AI in detail to reveal the opportunities and risks of its use in the sphere of marketing. (Chintalapati, S. and Pandey, S.K. 2021)

What marketers should know is that with every emerging application of AI, so too will the application of AI marketing grow and that firms must incorporate it to stay relevant in the ever morphing digital era. The application of artificial intelligence in the marketing process is not a fad; it is a revolutionary change in the ways companies address their clients. We predict that new technological market will give first movers advantage in this technical area. Sha, (V.D., Donthu, D.S., Veeran, L., Lakshmi D.Y.P.S., & Yadav, D.B. 2021)

Artificial intelligence is altering the face of contemporary marketing in business through transforming how companies interact with customers and how they improve their operations to align with the new advancements. Marketing messages may be more focused and adjusted with the use of AI real time consumer behavior analysis, predictive analysis and being able to make campaigns competitive given the new shift to insights economy. Many customer service and mass marketing applications and systems incorporate AI today. Recommendation engines are a part of how people use both Amazon and Netflix; that counts as progress! Another example is chatbots. Under the pressure of the new requirements from clients for more individualized and faster services, companies are leveraging AI technologies.

Fear over artificial intelligence in marketing should come from the fact that it influences what customers experience. When consumers are going to buy something online, AI can assist the consumers to get what they are searching for more efficiently by making recommendations. Chatbots also powered by artificial intelligence also assists in customer services and are always ready to assist. Firms benefit from AI since it assist in reducing expenses of advertisement through ensuring that commercials with message identifying specific group is delivered to the intended people. This effectiveness enhances the display of content to the customers and the likelihood of purchase increases. AI in action in the actual form of play lists advised by Spotify for a unique user; advertisements presented to the particular consumer by Google; proves the effectiveness of the AI in the field. This article will explore the various applications of AI in marketing, highlighting how companies are using it to personalize campaigns, optimize their marketing mix, and improve customer engagement. It will examine the

benefits and challenges associated with AI, diving into case studies of businesses that have successfully implemented AI-driven strategies. By analyzing these examples, the article will reveal the opportunities AI presents for businesses looking to stay competitive in a digital-first market, while also discussing potential risks and ethical considerations in its use. (Lenka Labudová (2024))



Research Hypothesis

Process frequentation relative to custom-made adverts is associated with the effect of AI customization on the client procurement behaviors. It states that the history of client associations determines the feasibility of personalizing AI solutions.

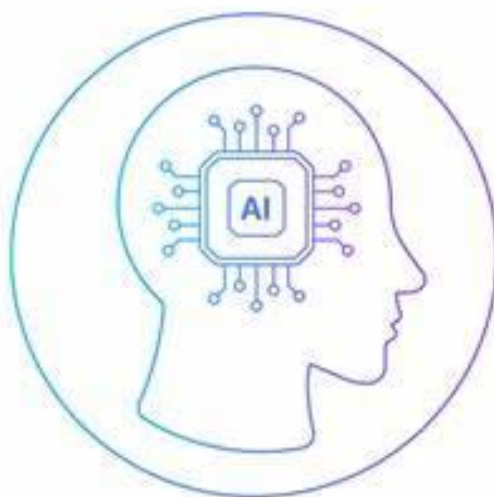
LITERATURE REVIEW

Redefining Modern Marketing: An Analysis of AI and NLP's Influence on Consumer Engagement, Strategy, and Beyond

Students' biased ideas approximately colleges and their rash choices are intensely affected by social media, say Mostafa Kamal and Abdullah Sadman Himal. In spite of the fact that a few investigate has centered on its impacts, particularly on the impacts on guardians, numerous of these ponders depend on subjective appraisals instead of quantitative inquire about, calling their legitimacy into issues. A part of individuals rely on social media to induce their conclusions and data from their peers some time recently making huge choices. Instructors must promptly start to successfully utilize web assets in arrange to meet the rising request from understudies who depend on social media as a memorization apparatus.

ARTIFICIAL INTELLIGENCE AS A MODERN MARKETING ANALYSIS TOOL

According to Krupnyk Andrii and Professor Borysova T.M (Krupnyk Andrii and Professor Borysova T.M, 2023) The article highlight the importance of the AI to expand marketing analysis especially traits such as data intensive computations, data manipulation, and consumer behavior analysis. Some of the tools discussed include Google Analytics and IBM Watson Marketing where societies were viewed pulling insights from data. Yet again, the article does not contain references to certain research studies as well as practical case studies. It also ignoring some of the ethical questions that relate to data particularly in the use of AI. As much as the article enlightens the reader on areas to get acquainted with when it comes to AI, it fails to lay down some challenges that most firms are likely to encounter, such as data quality issues and resource constraints and ignore some ethical issues such as data privacy and Freeth algorithm. Finally, it espouses the use of AI in marketing unaware of the challenges that come with implementing the technology and the solutions to those challenges. More detailed studies should involve views of other scholars and experiences and outcomes of concrete AI applications in marketing.



AI-POWERED MARKETING

ARTIFICIAL INTELLIGENCE AS AN ASSISTANT IN MODERN MARKETING

According to Ablatdinov S.A. (Ablatdinov S.A., 2023) The article stresses that AI plays a crucial role for improving the access to the customers, as well as the customers retention through data analysis and profile determination. Applying the machine learning techniques and natural language processing, the companies can expand the insights about consumers' behavior, increase the efficiency of various processes with help of automation, and optimize overall market. Notably, this shows that 60 percent of firms are already using AI to show that it has become more relevant in marketing. Nonetheless, this article also has the following main limitations: It does not place enough emphasis on the problems that those firms encounter during implementation, which include high cost and lack sufficient technology. Hence, important questions regarding data protection, algorithms' fairness, and the risk of substitution by automated devices are not addressed. This is a perfect example of using AI to address most of the marketing needs such as personalization and automating various tasks, however, it lacks real life application reference model and best practice that should be recommended for case studies. Also, it lacks solutions that could help companies eradicate the prevailing cost-related issues within AI systems. Overall, the article provides rather successful experience of AI usage in marketing, but the disadvantages and issues concerning the implementation of AI are not mentioned. Moreover, it recognizes AI as a perfect way to manage client interactions but it points out the absence of many examples, and a disturbing shortage of how-to guides for enterprises.

ARTIFICIAL INTELLIGENCE AND MARKETING

Navya Agarwa (2022) This article focuses on the innovative possibility of marketing and how AI helps to improve the client's satisfaction by processing the raw data. They explain how it influences distinctive elements of marketing and points to a trend towards the use of AI to advance the marketing strategies among the customer and marketing communities. It does not give directions on how that AI can be employed properly in marketing by various organizations, and it does not give a broad look on the overall influence of AI in various industries for additional study. Although the article provides meaningful information as to how the application of machine learning, big data analytics and other emerging technologies affect the growth of marketing, the author of the article also highlights the view of most CMOs that identify AI as the technology that will

offer more influence than social media. However, it lacks the consideration of AI application drawbacks including privacy with big data utilization and qualified technical human capital shortage. Finally, the article enunciates the importance of AI as a technology in marketing to help firms deal with the huge volumes of data to improve the customer experience as well as reduce customer churn leading to increased organizational performance. That is why when the competition is up, it would indicate that AI will be very important in shaping the future of marketing.

Artificial Intelligence in Modern Digital Marketing

As stated by Al Sayed (Al Sayed, 2024) The study also points at the increased use of AI in current marketing; specifically; customer relations and advertising. The question is that currently such instruments as NLP and Predictive Analysis increase the data analysis but there are many problems which are as follows: the costs, no reliability, and biasness in algorithms. The research suggests there is a lack of ethnographic research on AI in decision-making and says the results are needed by sectors, which are qualitative. It also highlights one of the major drawbacks of research in the AI adoption, namely the limited number of longitudinal studies of the influence of AI adoption on brand commitment and ethical issues. A pilot online survey of 36 digital marketing professional was conducted and the results suggested that whilst marketers understand the advantage of AI, problems such as data privacy are still relevant. Finally, one must strong data strategy and human-centred approach to integrate AI in the sphere of marketing activity. Artificial intelligence in marketing: Systematic review and future research direction

In the article Rahit Sharma and Sanjaeev Verma (Rahit Sharma and Sanjaeev Verma, 2021) they established that artificial intelligence (AI) is transforming marketing by enhancing strategic decision-making and brand engagement. Possibilities such as personalization and predictive analytics represent significant reliability enhancements; however, few prior studies comprehensively review how specific technologies like machine learning and natural language processing alter specific marketing roles or functions across sectors, as noted in this study that analyses 1,580 publications. PhD studies often fail to pay sufficient attention to privacy and ethical concerns of AI for consumer data as the latter implies the need for responsible frameworks. Additionally, more studies are required to explore the factors of the precise

method of the implementation of AI and factors of the acceptance of constraints of the efforts that are made to integrate AI into marketing processes. Thus, on the one hand, studies demonstrate the sustainabilitydiscusses AI's potential while, on the other hand, such research also reveals the current lack of understanding of several issues of ethical nature and real-life implementation issues. If these issues are to be dealt with, it will help improve on knowledge to implement AI suitably in marketing. This proposal shows that the utilization of AI is not only limited to its marketing applications, because the creation of educational tools is also possible, for instance, using the CEBT game that uses AI and gamification approaches.



The evolving role of artificial intelligence in marketing: A review and research agenda

According to Susana Costa e Silva and Marina Dabic (Susana Costa e Silva and Marina Dabic,2021) The available review of artificial intelligence (AI) adoption in marketing provides insights on some essential research themes, as discussed under the following sub-sections. A developing theoretical framework insists on the longitudinal approach to identify shifts in people's attitudes to AI implementation. There is little knowledge of how and to what extent specific industries can benefit from AI and how the roles and interactions between people and machines in decision-making processes differ. Future studies must also examine the different ethical issues surrounding the introduction of ethical frameworks, as well as future marketers' competencies. AI has been a research topic in marketing since the 1980s with a focus on DSS and our bibliometric analysis reveals an increasing trend in scholarly output since 2017, propelled by firms such as Google and Spotify. In conclusion, despite the growing volumes of literature, there are some research

voids, namely, the scarcity of longitudinal research on the benefits and challenges of AI in marketing, lack of perspectives concerning ethical concerns related to the usage of AI, and the absence of investigation of the peculiarities of specific industries, which should be also focused when integrating AI into marketing processes.

Artificial intelligence in marketing: A systematic literature review

According to Srikrishna Chintalapati and Shivendra Kumar Pandey (Srikrishna Chintalapati and Shivendra Kumar Pandey, 2021) Artificial intelligence (AI) is essentially changing showcasing over five key regions: advertise inquire about, online showcasing, substance promoting, occasion promoting, and showcasing innovation. Seven papers out of 57 propose that there are 170 ways to demonstrate that AI increments promoting esteem, in the long run making way better customers' encounters and commerce forms optimization. The current information restrictions are concerning the coordinate impacts of AI on the long-term showcasing techniques outbound and client relations, such as fulfillment, believe, or dependability. Ethical and privacy aspects have been identified as deserving more focus, as there is a lack of research conducted at the industry level and insufficient information on how to apply the results to practice. More specifically, I have argued that, although AI holds considerable potential toward improving the accuracy and targeting in marketing communications, closing these gaps is paramount to its appropriate implementation, which in turn contributes to consumers' higher engagement with advertising appeals..

Research Gaps and Limitations:

Need to pay attention on the following main research limitations when studying AI in marketing: Another area of concern is that there are very few reports that focus specially on a particular sector. A lot of the studies are general and give few practical understandings of how Artificial Intelligence influences marketing in specific sectors. Research might want to extend attention on the performance differences of AI dealings such as machine learning, prediction, and customer relations bots between domains like retail, financial services, and healthcare. Another research niche that is underdeveloped is that of long-term effects in AI implementation. It is scarce when it comes to the analysis of how usage of AI affects its impact on brand awareness, customer trust and marketing success in the long term. Research that pursues the effects of AI and its implications to consumers and relations across the longer term is beneficial. In

the same regard, the human – AI synergy in decision making has not been explored much. While AI is helpful in strategic management the study of how marketers interface and engage with AI tools specifically when making various strategic decisions whether creative or ethical, is scarce. Studying this symbiosis might shed light on how marketers can make use of AI's avenues without losing the personal touch of the profession.

Problem Statement

As we have seen AI and NLP are revolutionizing marketing in today's world by improving customer relations and facilitating decision making but there are barriers that slow down marketing operations and disrupt its integration with these technologies. The challenge of applying these findings lies in the limited scope of AI applications to specific industries, absence of long-term research, and lack of ethical considerations that create difficulty in evaluating the effects of using AI in marketing on brand loyalty, customer trust, and privacy. However, they fail to contemplate issues like ethical issues or privacy or how AI could be tailored to sectors and if those issues are not properly tackled they may eventually lead to the unfaithfulness of the customers which is very detrimental to the ongoing firms relationship. In addition, the visibility of numerous pilot investigations and the absence of well-established conventions for AI assessments leave both FUEs and SMEs struggling to benefit from them. As these technologies deeply impact and reshape consumer expectations and experience, successful inclusion of AI is vital or otherwise feedback such as data abuse and biased algorithms will lead to services backlash and legal issues.

Research Questions

1)What impact does use of artificial intelligence in personalization with regards to the marketing process with customers have on peoples' trust and privacy concerns?

2)Powerful question: What structural changes in brand relations and customer satisfaction does AI bring or can be expected in the long term across industries?

3)This section aims at identifying what ethical and privacy concerns are likely to emerge within the usage of the AI application for digital marketing, and how they influence consumers' acceptance?

4) How does the practical application of AI affect the process of digital marketing for businesses especially for the SME businesses and what hitches can be encountered?

1) Marketing consultant audience engagement through the use of artificial intelligence also greatly improves consumer satisfaction through personalized content, products or services. However, although many customers benefit from customization, decisions around choice and function are made with corresponding concerns about data privacy and manipulation in mind. Some people are uncomfortable with the way AI follows and comprehensively analyzes their actions to offer recommendations that may be exploited inappropriately. This fine line between added value and intrusion affects the level of trust consumers have in the process; as such marketers need to provide clear usage of data and work towards developing the necessary trust to increase the acceptance of the application of AI for personalization.

2) In the long run, AI can deepen brand engagement and customer satisfaction since the interaction experience is unique and uniform each time. Such fields as retailing and financial services that apply elements of big data analytics and artificial intelligence can predict customers' needs and act accordingly, and this usually helps increase client loyalty. But membership bundling is not enough for the long term customer loyalty, customers trust the ethical way of handling the data. Where the use of AI is transparent and ethical, the results are a boost to loyalty. While it has been seen how AI can generate positive repercussions amongst consumers due to a positive outlook of perceived control, in additional scenarios in which consumers may feel that their data is overused or exploited, AI may, in fact, result in the opposite conclusion, namely decreasing consumer loyalty. On similar, it is also clear that proper AI application across industries could hence fuel consistent customers' satisfaction and loyalty.

3) There are distinctive ethical and privacy consideration of adopting AI in digital marketing; key considerations as below Data privacy Algorithmic bias Lack of transparency. Overall, consumer awareness has surged and has been won over by issues relating to how firms gather, assess, and utilize consumer information – all of which impact the credibility of AI solutions. Furthermore, several prejudice in AI algorithms can contribute to discriminations in reflected consumer treatment or even complete exclusion, which gives other ethical considerations. Solving these issues predetermines the need to apply ethical frameworks that represent the elements of fairness, accountability, and

transparency. If firms attempt to promote ethical AI, the firm's AI products or services are likely to gain consumer trust, acceptance, and loyalty.

4) However, its implementation in digital marketing for SMEs offers unique constraints such as, high cost, lack of human capital and technical difficulties in integration. AIS 86 as a problem of large corporations, while SMEs generally don't have the financial means, or dedicated personnel, for efficient AIS implementation. But these barriers can be addressed using financially intelligent, future proof and cost effective technologies that are more suitable for smaller organizations and budgets like the cloud based AI services. Additional partnerships with technology providers and a greater investment in AI training will help SMEs prepare themselves to adopt AI in stages, slowly, allowing them to better use this power to adjust the playing field in their favor, which is what AI can do without necessarily disregarding the resources it demands.

Purpose of the Study

What's the Goal?:

What Will You Do?:

To fill this gap, this research will examine the following areas: *

- Personalization based on AI:
- * The impact of such personalization on consumer trust:
- * Privacy implications of using AI-based personalization instruments.

Building from Al Sayed's work which demonstrates that tools included but not limited to Natural Language Processing (NLP) and predictive analytics improve data analyses, but their implementation raises privacy issues and business ethics, this research aims to analyze how decision makers balance increased consumer personalization and reduction of consumer's anonymity due to privacy issues. Further, the study will establish the ways in which AI will affect long term the loyalty and satisfaction of customers. That Sharma and Verma have identified is important to point out that many of the studies discussed in the literature do not provide longitudinal insights into how AI impacts these factors, which are crucial for consumers' continued interaction. This work seeks to explore that gap, by evaluating the application of AI in influencing the consumer relations and customer loyalty timeline. Other objectives of this research study include; To ascertain the major ethical and privacy concerns related to AI use in digital marketing. Costa e Silva and Dabic point to the shortcomings of the ethical guidelines and privacy policies the utilization of Artificial intelligence. This

research will seek to analyze different areas that require responsible frameworks and industry standards on the usage of consumer data hence tackling rising issues to do with privacy.

It will also assess the implementation challenges businesses encounter when implementing AI into marketing, with specific reference to SMEs. According to the work of Chintalapati and Pandey SMEs admit that the costs of integrating AI are elevated, and the technologies are complicated. Studying these issues, the work will reveal specific difficulties that small and medium companies face regarding the implementation of artificial intelligence technologies. Additionally, this research will examine the various AI implementation in industries to determine the usefulness in different industries. Sharma and Verma pointed out that presence of AI in marketing is dissimilar across industries, and surprisingly, there are few research on how for instance machine learning impacts specific marketing activities. This research will undertake a sector-wise examination of how sectors, including retail, healthcare, and financial services, are applying AI to enhance marketing outcomes and discover tailor-made recommendations for various sectors. Last but not least, the research will examine the trends in human-AI cooperation in the context of marketing decisions taken. The study conducted by Costa e Silva and Dabic shows a lack of understanding of how human marketers engage with AI in decision-making. It will uncover approaches to applying AI that complement human input rather than replace it so that marketers will be able to reap the benefits of AI whilst maintaining a more 'human touch'.

Research Methods

This paper collects and analyzes past investigations on the subject of AI's work in advanced promoting utilizing auxiliary inquiry about strategies. Utilizing as of now distributed information and conclusions from a assortment of trustworthy sources, such as academic distributions, trade reports, and case considers, constitutes auxiliary research. The comes about of current examinations were incorporated by a careful writing examination that included distributions by Al Sayed, Sharma and Verma, Costa e Silva and Dabic, and Chintalapati and Pandey, among others. Key issues counting the impacts of AI on client believe, brand devotion, moral concerns, and the down to earth challenges of utilizing AI in promoting were the center of this survey. A substance examination was conducted to extricate related bits of knowledge on the use of AI totally different promoting scenarios, in expansion to the writing investigate. A portion of our investigate was looking at how Google and Amazon have utilized AI in their showcasing campaigns. Moreover, the think about

included comparative investigation, which permitted for the comparison of comes about over various studies. This permitted for the recognizable proof of likenesses and contrasts within the writing approximately the adequacy and issues of AI. Especially concerning were the need of longitudinal thinks about and industry-specific applications that this made a difference to bring to light. Also, topical examination was utilized to classify critical themes that risen from the writing. These topics included things like issues with operational effectiveness experienced by little and medium-sized businesses (SMEs), moral contemplations approximately manufactured insights (AI), the effect of AI on client devotion to brands, and stresses approximately shopper security. With the assistance of this subject investigation, we may way better comprehend the numerous features of manufactured intelligence's work in online promoting. The assessment handle concluded with the precise compilation of related information from the writing audits; this permitted for a more comprehensive investigation of the results and made it less demanding to spot investigate holes and potential modern zones of examination. Using these auxiliary research methods, the team is almost ready to provide a thorough assessment of the current status of artificial intelligence (AI) in machine learning. It will go over the pros, disadvantages, and outcomes of AI for organizations across different industries.

Conclusion

In summary, AI is improving current marketing by amplifying customisation and consumer engagement. The reliance on AI technology halts customer trust and their privacy as various companies experience serious issues. Customers trust must be maintained, and this can only be done by setting standards on what is right and wrong in data processing. More research is required to know the consequences of consumption-orientated AI anticipated to improve the brand identity and pleasure of the consumer while lacking longitudinal research. To bring the usage of such technologies to a level playing field, it becomes important to level the playing field for the numerous small and medium sized businesses where application of these technologies has been a challenge due to barriers to entry. Balancing on the advances of technology and ethics is crucial in order to make efficient use of AI in advertising. Taking advantage of AI's strengths to thrive in a competitive environment and gain the trust of the customer, businesses may promote the collaboration between the human and the AI together with focusing on consumer needs.

Suggestion

It could be worthwhile to look into the question of creating standards for the ethical use of artificial intelligence in marketing which will respect people's right to privacy. Studying how it influences customer segmentation can show the way companies develop strategies to undertake target marketing. Also, evaluate how advanced customer analytics and customer insights like predictive analytic and sentiment analysis improve consumer insight knowledge. To understand the more dynamic real-time marketing adaptability afforded by AI and the special issues that small and medium business face when embracing intelligent technologies can also be insightful. Examining current and future trends in AI marketing and its connection to content writing using algorithms and how AI can make targeted recommendations to increase audience results in content marketing can determine its effects on engagement. Furthermore, explore AI in social media marketing, determining how ad placements can increase effectiveness, and analyse the levels of engagement. This is why human-AI collaboration is central to marketing decision making to meld instinct with analysis. Lastly, sharing examples of AI adoption and integration can be a far more valuable proposal in terms of teaching business lessons and effective solutions.

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