

# Role of Artificial Intelligence in Product Marketing Process and Future Perspective

Dr Rakesh Kumar

1 Post-Doctoral Lincoln University College, Petaling Jaya, Malasiya

1Department of Management Studies, Graphic Era Deemed to be University Dehradun, India

[aigrakeshkumar@gmail.com](mailto:aigrakeshkumar@gmail.com)

Kittisak WONGMAHESAK 2

2 Faculty of Political Science, North Bangkok University, Thailand

2 Post-Doctoral Fellowship Research Collaboration Program, Lincoln University College, Malaysia

E-mail: [pdfsv.kittisak@lincoln.edu.my](mailto:pdfsv.kittisak@lincoln.edu.my)

**Abstract.** Among these are the following: emotion, judgment-making, design, data, estimate, prediction, method, train, study, use, learn, model, explanation, variance, interpret, decision, show, what happens, control, and system. The goal of this study is to analyse the data and use it in the most prominent way possible. Use, learn, model, data, approach, predict, behaviour, task, execute, base, demonstrate, infer, visualise, propose, optimise, object, general, explain, and network. The goal of this study is to define an explainable system with three essential characteristics for future research: systems that do not allow users to access insights that explain the algorithmic mechanism at work; systems that allow users to access the mathematical algorithmic mechanism; and systems that allow users to access helpful symbols.

**Keywords:** Artificial Intellgecnec, Marketing , Product, Conusmers

## 1 Introduction

Artificial Intelligence's position in sales marketing is entirely dependent on customer happiness and wants. The difficulties faced by sales managers include deadline pressure, leadership, management, and a competitive sales environment. Sales will experience ups and downs, entirely dependent on the state

of the market and the demands of the clientele. Why is it that everyone believes working in sales is stressful? There are a tonne of variables. Inadequate data and a lack of interaction are two major causes[1]. In sales, we use different types of strategies to sell our product and digitalization is playing a key role in terms of sales. Customer engagement and customer satisfaction are very important in that. If our customers are satisfied with our product they will show interest and buy again and again. Digitalization, such as developing technologies and data & analytics, is being used to simplify sales management. We may observe that the B2B market is more demanding in the market. Social media has a profound effect on both purchasing and selling goods; it nearly completely alters the sales pattern[2]. The process of engaging with a consumer directly, indirectly, over the phone, or in person is known as sales. Our relationships with customers are maintained when they are happy with our product or service, increasing our sales value. Only when we can satisfy our customers can businesses reach their goals. In sales, keeping a solid rapport with our clients adds a lot more value and boosts income.

If we look at recent scenario in marketing process there is a huge competition. Insights into consumer behavior that AI offers are invaluable for drawing in and keeping clients. Artificial intelligence changes the overall experience and affects the customer's next move[3].

This showed that younger generations are more drawn to novel concepts and cutting-edge innovations than they are to more traditional ones. It shows that employing robotics, deep learning, machine learning, and training robots encourages customers to purchase our goods repeatedly. These kinds of marketing strategies draw in customers who choose newer products over older ones.

- **Objectives**

The objective is to captivate the consumer with the product by using clever marketing strategies, catchy taglines, endearing mascots, and any other available resources that could evoke a feeling in them. Using different kinds of slogans for our product like some companies utilize connects our customers through sentiments. Objectives of the study are as under:-

- To examine the AI effect on consumer satisfaction during the product marketing process.
- To examine the role of effectiveness of AI in strategic marketing processes.

## **2 Relationship between Artificial intelligence and Marketing process**

Artificial Intelligence is about the programming we set in it is also done by humans in artificial intelligence

we have to change the programming we want to do any other task but in the Marketing process we can work with our senses all things have their advantages and disadvantages its all depends on our mind that how we are using this process or how we are utilizing but AI have also the dark have if start making a decision by their own. But if we look in AI if they perform well in the future it could be also a threat for us if they start working superior to us there will be chances of replacing large numbers of humans and that will create a drastic change in our society. In today's market, AI helps us in the market to take smart decisions, faster decisions, and better decisions. AI is all about how we design it and set the programming to do so and it helps us in marketing.

## 2.1 AI impact on sales

Now a days Artificial intelligence (AI) is a fastly growing . One promising area for AI is its potential to assist sales managers in providing sales representative feedback. Despite this promise, little work has been done within the business-to-business (B2B) sales domain to investigate the potential impact of AI feedback on critical sales outcomes. The outcome of this research is to explore these issues and respond to calls in the literature to determine how AI can enhance salesperson adaptability and performance towards their work. What do you think marketing people do? Exercise? Family time? Do you really think that company allows them to do these kinds of things? The real thing is marketers invest their time and ideas in productivity and more content. More content They invest their time by making their product more relevant and look interesting and they also involve the ideas.

## 2.2 AI in consumer satisfaction during product marketing

This study explores how modern technologies like AI, the Internet of Things, and big data can be used to improve customer experiences, relationships, and satisfaction in order to increase client devotion. It also offers a thorough analysis of the ways in which these technologies can work in concert while also emphasizing how each one of them can improve different aspects of customer devotion. By using big data and algorithms AI is able to achieve machine learning and deep learning. Machine learning is all about learning from the data and making decisions based on that learning. On the other hand, deep learning is all about learning through algorithms and creating a neural network that can learn and make and make intelligent and own decisions.

## 2.3 Competitive analysis and insights in real-time.

When we use big data there are various problems as opposed to regular data. Executives and IT specialists at companies thinking about implementing big data must first collaborate to determine the desired business outcome. They then need to alter the data sources, technology architecture, and quantitative analysis required to achieve that business goal. As we know customer needs change in seconds. By looking at the competitors in the market also we can refine our product and make it up to date like pricing of the product, and labeling of the product. It created a drastic change in our product and the help of this it also makes our product cost-effective. We have created our own value product by implementing all these factors in our product. We can search for business types and use social media and where we can sell our product more and more. Sometimes our product gets highlighted by reviews or posts or blogs also. These are the main sources where we can target the huge amount of audience.

#### 2.4 Risk Analysis of AI in the Marketing Process

If we see in the financial world risk management is all about the identification, analysis, and acceptance of investment decisions. The risk management process comes with steps like evaluating risk, identifying the risk, prioritizing the risk and treating the risk and then how the risk is controlled. There are many kinds of risk, if we look into that if we identify the risks these come with the legal risk, environmental risk, market risk, and so on. And the second step we follow we have to analyze the risk when we analyze the risk we have to do deeper. Where we have to focus first what is our first priority like these are financial loss, time loss, and severity of impact. The prioritization begins where we put our risk like the possibility of happening and its impact on the project.

### 3 Effectiveness of AI in the marketing development process

The effectiveness of AI in marketing development process are given.

#### Robotic Chatbots

Nowadays businesses are moving their workloads to software robots through the use of automation on the cloud, on-premises, or hybrid. This is changing existing operating models, decreasing costs, and creating positions that are more suited for humans as compared to robots.

We live in a generation where AI has the power to transform just about everything. Whether it is handling customers or support. AI can only perform tasks when we are programmed to do so.

AI is probably focused on machine learning and deep learning to improve the understanding of languages.

#### Language Translator

AI as in used in language translation. Before people used to learn different languages and now AI is making our life so easy as it converts language quickly.

#### Online Advertisement

AI is also promoting our product online quickly before we get hurdles for promoting our product and there are huge traveling expenses we are facing in terms of that.

#### Lead Generation

AI refine the profile of the customer according to their state and cities and by their age group and income. By help of this we get quality of leads.

#### Paid Ads

Social media is become a necessary component of our daily routine. Consumers use social media daily. They use social media sites like Instagram, Facebook, LinkedIn, Twitter, and Threads on a regular basis. Social Media is the main industry where marketers may use AI to dramatically increase performance and efficiency. Businesses are using AI to better utilize social media. They show the product in between they show ads and make revenue.

#### Creativity

As this AI can Assist humans exceed the limitations of the human brain and inspire new forms of creativity, which can broaden the creative process. Artificial intelligence (AI) can be used to look at the artwork, create new compositions from prior to images, and increase productivity and accuracy.

### **4. Role of AI to select the target audience during marketing development process.**

By the help of marketing research, we are able to identify the target audience. Sales strategies such as how we have to focus on the needs of the people and what they want AI plays a vital role in it. It gives us refined data and makes our work easier. Such like if we have hundreds of data then it categorizes the data into different categories.

AI select their targeted audience by their own if we program that what we have to select and how much.

### **4. Challenges of AI in the marketing process**

There are numerous of challenges AI in the marketing process..

**High Implementation Cost :**We need to keep in mind the cost if we are implementing AI in our business strategy. Companies that are already in high profit have already implemented and invested AI in their business such as Google, YouTube, and Facebook for their future growth.

**Data Privacy:**These days, data privacy is a major problem, hence AI is designed to prevent data exploitation. Governments in other nations employ AI to deliver meals and operate public transportation.

Artificial intelligence (AI) has many applications; to put it another way, it simplifies human life. AI shields private information.

However, it can also pose a threat to our privacy because, as users of social media, we frequently click "yes" on terms and conditions that appear when we open any Google search without first reading them. Do you believe that this could be dangerous? Yes, it has a lot of potential for harm.

**Lack of creativity:** There is a difference between people and AI because although AI can function based on the data we feed it, it cannot emotionally connect with humans in the same way that humans do. This is because humans lack feelings, whereas AI does. AI lacks originality because it will only complete tasks in accordance with our permission. Thus, we shall be lacking in originality.

**Talent Shortage :** The talent shortage will be there as it a natural gift for us if AI will be like us AI will remove us and if they start thinking and start behave like humans. The shortage of talent has also been found in AI. If we talk about talent acquisition, talent management and talent learning. The shortage of talent in AI is not a local problem its global and its affects our business modules also and across various sectors and industries and if we see in terms of healthcare and financial institutions also.

**Lack of trust in AI software:** AI helps in our economic growth as well if we talk about the trust first of all the human mind thin is it trustworthy? Can we trust their technology or not with the time they are habituated with that leading to better adoption rate we have to identify the trust-building gap. The main conditions for trust and their importance for the adoption of AI are not fully addressed at the moment because human take time to adapt something new and its releability also[10].

## **5. Findings of the research**

As if we see the importance AI in making strategic marketing decisions. The existence of AI in strategic decision-making; The function of AI in strategic decision-making relevance of business culture to the use of AI and the influence of AI on the organizational model of the company. A "creative-possibility perspective," which emphasizes the potential for using AI in the future for rational and creative thinking, is an important factor to take into account.

As we see both in present and future industries, AI in marketing has speed up the meta-synthesis of completed studies is crucial for determining future research directions because of the extensive coverage and broader reach of research studies on artificial intelligence in marketing. Evaluation of the literature has been conducted, but the review to yet have only been descriptive and have not looked at the latent intellectual network structure. The current study identified research subthemes, popular subjects, and potential avenues for future investigation using bibliometric analysis, conceptual network analysis, and intellectual network analysis.

AI helps consumers to create more benefits in terms of sales and market strategies. It creates new opportunities that create transform our economic system. AI reduces complications also that may result

for human errors after that AI also reduces employment opportunities benefits to organizations are immense. Network marketing, electronic payments, and leadership of the logistics necessary for customers with products are made accessible by e-commerce and artificial intelligence (AI) technologies[11].

## 6. Conclusion

The aim of this study to analyze the data and used that data in most prominently way ,that can help to reveal the term Emotion, judgment-making, design, data, estimate, prediction, method, train, study, use, learn, model, explanation, variance, interpret, decision, show, what happens, control, and system are some of them. Model, use, learn, data, method, predict, behavior, task, perform, base, show, infer, image, algorithm, propose, optimal, object, general, explain, and network.

This study aims that used as future research to define an explainable system with three key features:in which users have no way to access insights that explain the algorithmic mechanism at play; interpretable systems, in which users can access the mathematical algorithmic mechanism; and comprehensible systems, in which users can access symbols that help them generate better decisions. Aim of this paper is to clarify artificial intelligence (AI) as a technology phenomenon and discuss how it might help with knowledge-based marketing in business-to-business (B2B) transactions. This paper outlines the essential elements and their relationships that make up any artificial intelligence architecture. Furthermore, this paper examines the ramifications of the different building blocks for market data in business-to-business (B2B) marketing and makes recommendations for further research.

## References

1. Vladimirovich, Koldyshev Maxim. "Future marketing in B2B segment: Integrating Artificial Intelligence into sales management." *International Journal of Innovative Technologies in Economy* 4 (31) (2020).
2. Rodríguez, Rocio, Göran Svensson, and Erik Jens Mehl. "Digitalization process of complex B2B sales processes—Enablers and obstacles." *Technology in society* 62 (2020): 101324.
3. Verma, Sanjeev, et al. "Artificial intelligence in marketing: Systematic review and future research direction." *International Journal of Information Management Data Insights* 1.1 (2021): 100002.
4. Eriksson, Theresa, Alessandro Bigi, and Michelle Bonera. "Think with me, or think for me? On the future role of artificial intelligence in marketing strategy formulation." *The TQM Journal* 32.4 (2020): 795-814.
5. Verma, Sanjeev, et al. "Artificial intelligence in marketing: Systematic review and future research direction." *International Journal of Information Management Data Insights* 1.1 (2021): 100002.
6. Huo, Chunhui, et al. "The impact of artificial and non-artificial intelligence on production and operation of new products-an emerging market analysis of technological advancements a managerial perspective." *Revista Argentina de Clínica Psicológica* 29.5 (2020): 69.

7. Vlačić, Božidar, et al. "The evolving role of artificial intelligence in marketing: A review and research agenda." *Journal of Business Research* 128 (2021): 187-203.
8. Davenport, Thomas, et al. "How artificial intelligence will change the future of marketing." *Journal of the Academy of Marketing Science* 48 (2020): 24-42.
9. .Borges, Aline FS, et al. "The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions." *International Journal of Information Management* 57 (2021): 102225
10. Bedué, Patrick, and Albrecht Fritzsche. "Can we trust AI? An empirical investigation of trust requirements and guide to successful AI adoption." *Journal of Enterprise Information Management* 35.2 (2022): 530-549
11. Harper, Jonathan, and Aw Yoke Cheng. "The Big Data Talent Shortage: Assessing Skill Gaps and Developing Effective Training Programs." *AI, IoT and the Fourth Industrial Revolution Review* 10.2 (2020): 30-38