



## **22. Leveraging the Power of Artificial Intelligence for Effective Marketing Among Entrepreneurs**

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### **ABSTRACT**

*While the use of artificial intelligence (AI) in marketing is still a relatively new idea, it has already shown to be a very useful tool for marketing professionals. Let's examine how modern marketers are using artificial intelligence (AI) to increase the efficacy of their campaigns. AI in marketing signifies a substantial advancement in the development and application of marketing tactics. Entrepreneurs using AI marketing for engaging, successful, and individualized campaigns that connect with their target with audience. AI's influence on marketing is becoming more and more evident, it is not only revolutionary, but also necessary to maintain competitiveness in a world that prioritises digital and this seeks how the entrepreneurs leveraging the power of AI for effective marketing.*

### **KEYWORDS**

*Artificial intelligence, marketing, Artificial intelligence marketing, marketers.*

### **Introduction:**

The simulation of human intelligence processes by machines, particularly computer systems, is known as artificial intelligence. Expert systems, natural language processing, speech recognition, and machine vision are a few specific uses of AI. Artificial intelligence marketing (AIM) is the utilization of artificial intelligence technologies to make automatic decisions, basing on data collection and analysis and additional observations about the

audience or economic trends that may influence marketing activities. In digital marketing, AI is frequently used in instances where time is a crucial factor. In digital marketing, generative AI often comes in handy when speed is of essence. For this reason, AI marketing tools use data and customer profiles to learn how best to communicate with customers by sending them tailor-made messages at the right time without any human intervention from marketers: thus, making it more efficient. Today's digital marketers employ Generative AI to support their teams or for tactical purposes requiring little human subtlety.

### **Types of Artificial Intelligence:**

#### **Machine Learning:**

Artificial intelligence, which comprises computer algorithms that can evaluate data and automatically enhance digital marketing efforts through experience, is what powers machine learning. Machine learning-capable devices examine fresh data in light of pertinent past data, allowing for the informed design of digital marketing campaigns based on what has and hasn't worked.

#### **Big Data and Analytics:**

The advent of digital media has resulted in a surge of "big data," offering digital marketers the chance to comprehend their endeavours and precisely assign value across various channels. Due to the difficulty many digital marketers have in identifying which data sets are worthwhile gathering, this has also resulted in an overabundance of data. AI marketing may assist in quickly sorting through all of that data, distilling it to the most important information, evaluating it, and suggesting the most effective components for upcoming digital marketing efforts.

### **Benefits of Artificial Intelligence Marketing:**

Artificial Intelligence, or A.I., has becoming more significant in all commercial sectors these days. The terms "bot" and "chatbot" are common examples of artificial intelligence (A.I)

**Increased Return on Investment** -AI in marketing seeks to streamline campaign tracking and increase return on investment. Data analysis facilitates the development of more effective marketing tools, enables quicker work, and boosts revenues.

#### **Strengthen Client Connections**

By personalizing information and recommendations in real time, AI-driven marketing can improve client connections and promote repeat business.

**Enhance Your Marketing Approaches:** Adoption of AI facilitates corporate expansion by enabling data analysis, predictions, and the development of successful marketing strategies for consumer engagement and data analysis.

## **Some Real Examples of Artificial Intelligence as Marketing Tool:**

### **Amazon:**

Amazon is a global e-commerce company that extensively utilizes AI for marketing. Amazon depends on artificial intelligence technologies to market its goods and services globally. The algorithms of AI employed by Amazon analyze customer behavior, browsing history, and purchase patterns so as to offer personalized product recommendations. These recommendations appear on various platforms such as the Amazon website, or in emails used for marketing purposes and sometimes even through targeted advertising. AI Applications: Personalized product recommendations, targeted advertising, email marketing optimization.

### **Netflix:**

Netflix is the best streaming service provider that uses AI to enhance user engagement and retention. Leaning more towards content discovery compared to personalization, it has made strides in using machine learning algorithms that study viewing history, ratings and user preferences to proffer movie suggestions that might be appreciated by users. Retaining subscribers is heavily dependent upon this system of recommendation that Netflix employs. AI Applications: Personalized content recommendations, user engagement optimization.

### **Google:**

Google takes advantage of AI technology in its advertising platform called Google Ads. As an AI-powered advertising platform, Google Ads employs AI algorithms to deliver ads targeted at users by examining their user data including search queries and browsing behavior among other factors. Automated bidding strategies, ad optimization as well as audience targeting based on demographics among others are some of the features of Google Ads which use artificial intelligence techs. Ad targeting, bidding strategies, campaign optimization.”

### **Starbucks:**

Starbucks harnesses the power of artificial intelligence in its mobile app to provide tailored marketing experiences for its customers. Through the app, users receive personalized suggestions, rewards, and deals that are selected based on their individual tastes and past purchases.

### **Review of Literature:**

**Nouri Hicham et.al.,(2023)** in this study the author conclude, customer engagement, and interaction are only achievable through digital marketing. Higher degrees of success are attained by marketers thanks to the usage of technology in digital marketing **and Muhammad Anshari. et.al.,(2018)** Big data improves CRM tactics by helping businesses better understand the patterns and behaviours of their clients. CRM should be more individually tailored to each and every customer.

**Hermann, E. (2022)** In particular, as the advancements of AI applications in marketing are anticipated to boost individual and aggregate consumption, beneficence and non-maleficence cannot be taken for granted. **Aklima, Z. (2023, July)**. Digital marketing has become a powerful force that presents organisations with endless opportunities for expansion and success. Businesses can effectively contact and engage with their customers

**Kietzmann, J (2018)** AI will turn into the privacy litmus test. Advertisers will be able to gather customer data silently from a variety of sources, integrate that data, and mine it to provide real-time consumer insights with the aid of machine learning. AI has already become one of the essential technologies in our economy. The same changes will be brought about by it as the steam engine or electricity did, but there is a growing concern that we may lose control over our relationship with advanced machine intelligence (**Arenas Holzinger et.al, (2019)**).

### **Research Methodology:**

**Research Objectives:** To investigate how entrepreneurs are using artificial intelligence to improve customer insights, targeting, and personalization in their marketing strategies.

**Data Collection:** The present investigation is empirical and descriptive in character. To facilitate quantitative analysis, primary and secondary data were gathered. Additionally, primary data was obtained via an adoptive questionnaire distributed to entrepreneurs who are utilising artificial technology as a marketing tool. The questionnaire included a number of criteria in addition to multiple choice questions.

**Sample Size:** Structured questionnaires were distributed to 64 entrepreneurs in Chennai city as part of primary study. The data was gathered using a purposive sampling strategy.

**Research Design:** The data was analyzed by using SPSS. ANOVA, correlation are used for analysis were performed on the data collected for the purpose of testing the hypothesis.

### **Data Analysis and Interpretation:**

#### **Demographic Profile of the Respondents:**

		<b>Frequency</b>	<b>Percentage</b>	<b>Valid Percentage</b>	<b>Cumulative Percentage</b>
Age	18-23	24	37.5	37.5	37.5
	24-29	32	50.0	50.0	87.5
	30-35	8	12.5	12.5	100.0
	Total	64	100.0	100.0	
Gender	male	24	37.5	37.5	37.5
	female	40	62.5	62.5	100.0
	Total	64	100.0	100.0	
	1-5	40	62.5	62.5	62.5

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Being Entrepreneur	6-10	16	25.0	25.0	87.5
	15-20	8	12.5	12.5	100.0
	Total	64	100.0	100.0	
business operate	fashion	32	50.0	50.0	50.0
	health care	8	12.5	12.5	62.5
	cosmetic	16	25.0	25.0	87.5
	e-commerce	8	12.5	12.5	100.0
	Total	64	100.0	100.0	

**Interpretation:**

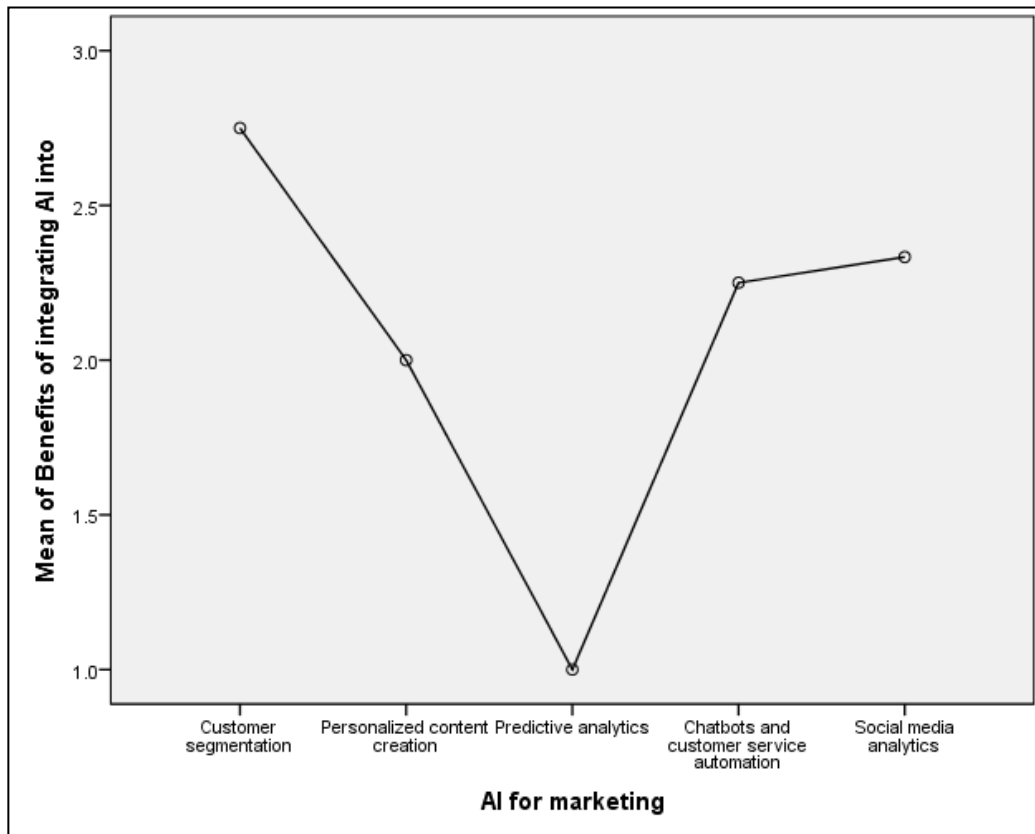
According to the above table, 62.5 percent of respondents were female, with 50% of them between the ages of 24 and 29. Of them, 62.5 percent had been entrepreneurs for one to five years, and 50% of them worked in the fashion business.

**Benefits of Integrating Artificial Intelligence into Marketing Efforts:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Utilization of AI	yes	56	87.5	87.5	87.5
	maybe	8	12.5	12.5	100.0
	Total	64	100.0	100.0	
Motivated to explore AI for marketing	Need for better customer insights	24	37.5	37.5	37.5
	Desire for improved targeting and personalization	16	25.0	25.0	62.5
	Increasing competition in the market	24	37.5	37.5	100.0
	Total	64	100.0	100.0	

Anova					
	Sum. Of Squares	Df.	Mean Square	F.	Sig.
Between Groups	11.333	4	2.833	2.585	.046
Within Groups	64.667	59	1.096		
Total	76.000	63			

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**Intpretation:**

According to this report, there are benefits for employers when employing artificial intelligence in marketing. ( $p=0.05$ ) moreover the significant level is less than 5% so the alternative hypothesis (H1) got accepted.

**Relationship between Challenges Encountered in Implementing AI and the Gender:**

Descriptive Statistics			
	Mean	Std. Deviation	N
challenges encountered in implementing AI	2.13	1.062	64
Gender	1.63	.488	64

Correlations			
		Challenges encountered in implementing AI	Gender
Pearson Correlation	Challenges encountered in implementing AI	1.000	.092
	Gender	.092	1.000

Correlations			
Sig. (1-tailed)	Challenges encountered in implementing AI	.	.235
	Gender	.235	.
N	Challenges encountered in implementing AI	64	64
	Gender	64	64

### **Interpretation:**

There is no significant correlation found in this table between gender and in the implementation of AI because the significant level is greater than the p value ( $p=0.05$ ).

### **Findings:**

- Majority of the respondents are under the age group of 24-29 years
- Most of the responders were (62.5) female entrepreneurs
- 62.5% of the repliers have been a entrepreneur since 5 years
- 50% of the participants have a own business in faction industry
- Employer benefits are demonstrated to be positively impacted by the use of artificial intelligence in marketing.
- There is no discernible correlation between gender and the implementation Of Artificial intelligence in marketing

### **Conclusion:**

This study concluded that (AI) offers entrepreneurs a game-changing chance to completely reinvent their marketing approaches. Entrepreneurs can gain important insights into consumer behaviour, optimise marketing efforts, and improve customer engagement like never before by utilising AI-driven tools and algorithms. In addition, this research found that entrepreneurs using AI marketing for better customer insights and increasing competition in the market with the right marketing approach. In the digital age, entrepreneurs may effectively leverage AI to propel successful marketing efforts, promote long-term growth, and open up new doors for success.

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