

# THE TRANSFORMATION OF MARKETING BY AI

**K V Bhanu Kiran**, Student

School of Business, Woxsen University, Telangana, India.

## **ABSTRACT:**

From the ages, marketing has been a tough nut to crack as to how thoughtful to deal with the customer's needs and to reach the specified products to them. Marketing is a vast area to deal with which is a crucial part of any business. In this decade we have a significant innovation to manage such issues effectively, which is Artificial Intelligence. Artificial Intelligence is quite possibly the most brilliant region of science today and can undoubtedly be utilized in the acts of marketing. Platforms for multimedia (social networks, news, images, video, Newsletters, infographics, podcasts, blogs, e-books.) are no longer accessible today are not just for the contact between users or users and companies, but also for companies to guide all aspects of business, collect and identify data of paramount importance. The artificial intelligence marketing technique has become climacteric for companies to find consumer conduct and needs. In this paper, I will walk you through the artificial intelligence marketing technique which transformed marketing into a whole new level. By the end of this paper, you will have a brief idea of how marketing has changed by knowing consumer conduct and needs using artificial intelligence.

## **KEYWORDS:**

Artificial Intelligence, Podcasts, E-books, Social networks, Customer conduct, Blogs, Marketing, Innovation.

## INTRODUCTION:

Advertising is the way towards Selecting Value, Creating Value, Communicating Value, Delivering Value, capturing back the Value, and Enhancing the Value (Gondawane et al., 2020). This whole cycle includes an enormous number of exercises to be performed. Before these exercises were done physically. The utilization of innovation was simply restricted to item advancement and showcasing was viewed as a simple demonstration of advancement. However, throughout the long term, the significance of showcasing has developed in numerous fields. Advertising today ranges over new item improvement, research, customer conduct, brand board, product management, etc. With the assistance of trend-setting innovation, advertising today has wandered into an information science, progressed investigation, AI, and neural science. The utilization of this innovation in the field of advertising has assisted advertisers with getting precise information about buyers and settle on uniform choices.

Marketers can process a big amount of marketing data from a range of platforms in less time, such as the web, social media, and emails. Aside from that, the knowledge they get about customers and their wants in a shorter period allows them to increase campaign success and ROI faster (ROI). As a result, marketers may focus their efforts on tasks that are just as important, if not more so. Another reason for using AI in marketing tactics is that, in recent years, it has become increasingly important for organizations to recognize and understand client requirements and expectations in terms of both products and services. This helps marketers figure out who their target audience is and, as a result, gives users a more personalized experience. Marketers can utilize artificial intelligence (AI) to better understand their customers' behavior, generate customer insights, and increase the four Cs: customer targeting and lifetime value, customer engagement, customer experience, and customer loyalty (Davenport et al., 2020a).

## MARKETING:

More recently, advertising generally consists of outbound marketing, which consists of pursuing potential customers with advancements without really knowing whether they are interested in buying. However, due to the advanced change and the rise of new channels of communication, marketing has changed radically over the long term.

- ✚ In 1450, Gutenberg invented the printing press. The world of books and mass copies is being revolutionized.
- ✚ Radio advertising begins in 1922.
- ✚ In 1954, revenue from television advertising for the first time surpasses revenue from radio and magazine advertising.
- ✚ 1990-1994, major advances in 2G technology would lay the foundation for the future explosion of mobile TV.
- ✚ In 1994, the first case of commercial spam is produced through e-commerce.
- ✚ In 2014, the marketing of Influencer begins to increase. Users and brands are beginning to realize the power of social media users with large follow-ups.
- ✚ In 2014, mobile usage for the first time outweighs desktop usage. More users are checking social media, reading emails, and making phone purchases.
- ✚ 2015-2016, Big Data and Marketing Automation are being explored and used more robustly for advertising to users.
- ✚ In 2018, Video marketing continues to grow, particularly with the launch of IGTV by Instagram. Video content is no longer limited to YouTube and Facebook.

Advertising is the way to get the expected customers or customers who are interested in your products and services. The catchword in this definition is "process" advertising includes the exploration, promotion, sale, and distribution of your products or services. This discipline focuses on market research and the behavior of purchasers and examines the business of executives of organizations to attract, obtain and hold customers

(ideally providing brand loyalty) to meet their needs (What Is Marketing? Definition, Benefits, and Strategies | Cyberclick, n.d.). Marketing (American Marketing Association, 2013) can be defined as an activity, collection of institutions, and procedures for generating, communicating, delivering, and exchanging value-added services for consumers, customers, partners, and society at large (Definition of Marketing | American Marketing Association, n.d.). From the customer's perspective, marketing may be defined as a set of steps targeted at attaining the related stakeholders' intended value-added objective at a predefined price/cost (Value-Added Definition, n.d.). From a social perspective, marketing is defined as a societal process through which individuals and groups receive what they need and want by creating, presenting, and freely exchanging value items and services with others.

Streams of social media advertising always increase customer purchasing interests as more and more consumers express their views on the company and Brands and associated features of products. The inability of the marketer to make products in Blending with customer requirements can take a toll on the brand reputation and Values through the disengagement of buyers with said goods and brands through Communities and word of mouth online. Orthodox marketing strategies for the promotion of goods through Newspapers, radio, and television are now taking their positions behind the scenes due to reduced Customer focus and access to the promotion of web and digital marketing Platforms, such as content marketing, search engine marketing, Optimization, advertisement of search engines, optimization of social media.

Artificial intelligence Marketing is a new playbook for Marketers that is making the move from advertising automation to promoting personalization. The requirement for customization, responsive plan and dynamic commitment has been for some time discussed and the presentation of AI has filled in as an impetus to start this necessary advertising progress. There has been a development in the extent of AI concerning its application in marketing. This

marketing age can be viewed as both fascinating just as challenging and terrifying. With the advent of Artificial Intelligence marketing, automated and conventional promoting strategies assumed a lower priority, and things like personalization, discourse and picture acknowledgments, chatbots, churn forecasts, dynamic pricing, and customer experiences came into the vision. Accessibility of wide scope of data has made it feasible for the advertisers to complete individualized sales and marketing and satisfy client assumptions to the most extreme degree ((PDF) Transforming Marketing with Artificial Intelligence, n.d.).

## **ARTIFICIAL INTELLIGENCE: A KEY DRIVER OF MARKETING**

Artificial Intelligence Marketing (AI Marketing) is a method of using customer data and AI ideas like machine learning to predict your client's next move and improve their experience (What Is Artificial Intelligence (AI) Marketing? A Complete Guide | Emarsys, n.d.). Marketers can crunch massive amounts of social media, email, and web-based marketing data in a fraction of the time with AI Marketing (AIM). Furthermore, the insights gained in a shorter duration would assist marketers in boosting campaign success and return on investment (ROI) more quickly. This frees up time for marketers and organizations to focus on other equally vital duties (AI Marketing: What, Why & How to Use Artificial Intelligence in Marketing – Mageplaza, n.d.). The Popular marketing concept through direct or proxy or e-mail, phones (digital) for consumers transition to smart customers management of data (optimization & promotion of search engines and social media) and Smart Engagement

methods. The AI applications and data collection and processing technologies were integrated. Better decision-making, more modern and state-of-the-art machinery Displays the company. Artificial intelligence will influence sales measures in different companies. Most salesmen still depend on a call (or the same) as a basic part of the business cycle. Later in, Salesmen will be helped by an AI specialist who will progressively screen tele-conversations. For example, an AI specialist may be able to infer from the customer's tone that the unmentioned issue is still an issue and provide continual input to steer the next (human) salesperson process utilizing advanced voice-examination capabilities. In this sense, AI could enhance salespeople's talents, but it might also have unanticipated negative consequences, particularly if clients are uncomfortable with AI's chats. Similarly, in the future, businesses may primarily rely on AI bots, which, in some cases, act in the same way as human salespeople to communicate with potential customers (How Artificial Intelligence Will Transform Digital Marketing – And How to Be Ready, n.d.).

Artificial intelligence, in the broadest sense of the phrase, is a branch of computer science that focuses on the development of systems that automate "intelligent" processes, such as decision-making, problem-solving, and learning. In essence, AI allows computers to perform tasks that would otherwise necessitate human interaction" (ARTIFICIAL INTELLIGENCE, n.d.).

In terms of e-commerce, online merchants' present approach assumes that customers will place purchases, and then the online retailer will ship the items 8. Online retailers may be able to estimate what their clients will require using AI; if these figures prove to be accurate, shops may switch to a post-shopping transit strategy. In other words, businesses will utilize AI to recognize customer tendencies and ship items to customers without their permission. Customers can restore what they don't need rather than wasting time (ARTIFICIAL INTELLIGENCE, n.d.). The advertising approaches, strategies, and customer rehearsals of shops would all be altered as a result of this transition (e.g., data search). Companies are discovering major competitive advantages in their ability to harness data

knowledge to raise sales and expedite the company's capacity to improve employee performance and customer experience. The pace of AI invention and adoption is unprecedented (Marinchak et al., 2018).

## **Artificial Intelligence Marketing techniques:**

### **The Predictive Capability of AI**

AI can assist businesses in predicting what customers will purchase, and AI should result in significant increases in predictive power. Firms may even adjust their business models significantly depending on the level of predictive accuracy, supplying goods and services to clients continually based on data and forecasts about their demands. As a result, a variety of research possibilities emerge, each tied to certain customer buying patterns and marketing methods. One particularly relevant area of research could be determining how well AI-driven algorithms can forecast demand for truly novel products. For incrementally new goods, AI algorithms are expected to perform well; the question is whether they will perform well for RNPs. To do so, AI algorithms would most likely need data on RNPs to train machine learning models, which isn't always readily available. Furthermore, research can look into how to blend AI-driven insights with human judgment when making RNP forecasts. AI is predicted to play a key role in anticipating not only what customers want to buy, but also what price to charge and whether or not to give price promotions 10. Prices and price promotions are major sales factors (Biswas et al., 2013).

## AI and client conduct

For Marketers, in some cases, it is trying to follow when a need is set off among clients as it eventuates at the class level instead of the brand level. A key promoting plan is when purchasers start intentional potential contributions to coordinate to their necessities, to instill the brand into clients' thought set. Marketers' work includes growing permeability of the brand and escalating vital justification for thought. Investigating and foreseeing a purchaser venture is irksome for marketers. Customers pass on their assessments as web journals, Tweets, likes, recordings, searches, remarks, and discussions and through different channels. Client experience is a serious driver of development when fruitful and the best wellspring of danger when falling flat ((PDF) Transforming Marketing with Artificial Intelligence, n.d.). AI grasps the examination of authentic information from different business co-operations with crowds and their reactions. This information helps in distinguishing proof of the achievement variables of an individual's interchanges, including focusing on, offers, duplicate, and recurrence. Calculations for Machine Learning produce experiences through prescient investigation, and it relies upon advertisers to make moves as per those bits of knowledge or set certain orders for AI to follow up on them. Assessment of the chance of subjects executing explicit kinds of conduct (for example buying of an item) by considering autonomous covariates and perplexing factors that influence such conduct is known as propensity modeling. This possibility is considered as a likelihood which is characterized as propensity score (Propensity Modelling for Business, n.d.). Customers are in a situation to assess their advantage and fulfillment with a specific brand and can examine whether to repurchase from that brand, for example, drawing in with the name of the brand. The post-buy administrations are one of the integral variables and advertisers utilizing AI empower chatbots for better client support. Advertisers can portion their most significant clients or faithful clients, and they can additionally center in client relationships the executive's crusade. Artificial intelligence help in achieving these targets by the prescient investigation, lead scoring, gaining from buyers conduct, and giving ongoing experiences. Marketers can likewise utilize passionate AI to see purchasers' sentiments about their image freely. Innovations regularly change client conduct and we expect that AI will do as such too.



## **AI and Consumer Buying Behavior**

As of late, Artificial Intelligence has quickly emerged, and how we have seen and known advertising is changing. The significant advantage is the positive effect it has had on empowering advertisers to dissect and understand the buying behavior of buyers. The range of information, such as searches and perspectives, has made it easier for advertisers to understand the inclinations of the crowd. AI and Marketing have recently begun to work in close affiliation. Computerized reasoning and AI are quickly becoming the basic part of several companies, including showcasing. With steady developments in innovation, AI has unquestionably changed advertising. Nowadays, AI is constantly expanding its quality in a wide range of ways: from Siri to Chatbots and Google to Alexa's prescient investigation, the rundown is very long. These applications and highlights of AI have just begun to reform the advertising business. Simulated intelligence and consumer behavior offer a great deal of knowledge when it is closely linked and used together. Retailers shall locate a characteristic association between AI and the conduct of the purchaser. Assembling and examining how shoppers are shopping these days is so intricate because of the accessibility of a lot of information. It's made simple with AI. At a point when AI is blended into human-created information and data for the dissecting buyer, the real advantage of AI comes into the image. Using AI to examine the customer's online purchasing behavior is essential to make it happen in the advertising scene. With new AI highlights such as re-advertising messages, customers are forced to look at the brand's offers. The whole of this is the after-effect of the showcasing behavior. Right now, we're supposed to have a look at how AI affected showcasing. How does AI affect the promotion of shopper purchases? With changing opportunities and progress in innovation, Artificial Intelligence the most recent pattern is adding to customer advertising (How AI Helps Understand Consumer Buying Behavior in Marketing, n.d.). The following are a few models,

**Vital Decision Making:**

Machines with AI are equipped for settling on essential choices dependent on the information gathered. Artificial intelligence focuses on a specific arrangement of the crowd and also sends modified messages. This causes the crowd to feel more associated with the brand and urges them to remain faithful to that specific brand.

**Better Sales:**

Email advertising efforts have been a necessary piece of pretty much every showcasing system. The traffic got employing the email entryway contributes significantly to the deals. Be that as it may, sending in the long type of messages and reacting to the extensive inquiries exactly is a dull errand. With AI's inclusion in this, the content rundown highlight has rolled out a colossal improvement. Computer-based intelligence permits the business group to address issues quickly and effectively.

**Improved and Relevant Search Results:**

Artificial intelligence is helping in the progression of Digital Marketing preparation that is well known among advertisers and SEO experts. Progression in AI innovation and the rise of Artificial Intelligence ideas have taken out a wide range of obstructions even in the field of substance exposure. The web crawler is sufficiently shrewd to comprehend the mind-boggling language of words and their connection to look through on the web. With AI highlights, clients can without much of a stretch discover the data they are searching for; saving them the time and exertion put in looking through huge loads of articles to locate the most applicable one.

**Artificial intelligence for Consumer Insights**

Advertisers need to comprehend buyer conduct, requirements, and assumptions to serve them with pertinent administrations. Utilizing the client's socioeconomics and psychometrics when they use the web, AI gathers the data identified with their online conduct and investigates that information. A ton of data like

purchasing recurrence and brand inclinations of the client is uncovered by the information procured through AI. The contribution of AI assists merchants with understanding the necessities and inclinations of the purchaser. By dividing the crowd, AI encourages organizations to comprehend what their clients need. Computer-based intelligence assists with anticipating the buying conduct of their objective client in the simplest manner conceivable.

### **Role and Impact of the AI**

Artificial Intelligence was appropriately summed up by the President of the Future of Life Institute, citing that " All of our favorite aspects of growth are the product of information, therefore enhancing our human understanding with Artificial Intelligence has the potential to help progress thrive more than ever before - as long as we find out how to keep innovation beneficial."

We have just talked about the marvelous Artificial Intelligence can accomplish for showcasing because Artificial Intelligence includes a bunch of calculations extraordinarily made to impersonate the insight of people. AI solutions can help associations and organizations by finding appropriate makers utilizing characterization programs. Likewise, with the assistance of AI, it gets simpler to identify counterfeit commitment, false influencers through examining the examples. Today the promoting groups work under a ton of weight. They need to convey innovation-based answers for subject-based missions. Following are the general benefits of companies by AI as seen in the figure.



**Fig: Primary benefits to companies by AI (source: Meier, S. (2018)).**

### Patterns in AI:

The new work and patterns in the field of AI shifts from Apple Siri empowered keen versatile quests and catch of watchwords to Google Duplex overseeing hairstyle arrangement and café reservations (CNBC, 2018). Google Duplex voice empowered stage addressing the lodging director in human-like voice and accuracy mentioning a supper reservation. The resonance and phonetics examples of Google Duplex are not different from the human voice. Furthermore, Amazon as of late went into an organization with Marriott International Inc. wherein Amazon Flywheel (Dignan, 2018) and Amazon Alexa Voice empowered stages playing out the errand of helping to lodge visitors from room overhauling house-keeping (BBC News, 2018). Another setting of AI application can be cited with IBM AI-controlled task debater (a robot) contending with subject specialists on the subject of "financing space investigation" in a brief complete exchange (Krishna, 2018) and left related members staggered with its intelligent thinking and contention precision. Another use of AI can be cited in the setting of the Automobile monster Mercedes MBUX (Mercedes-Benz User Experience) upgrading the driving experience through AI-empowered voice associate and wellbeing (Etherington, 2018). Another vehicle monster Tesla store on a cloud all information produced from vehicles running out and about and later utilized it to tweak driving recommendations and crucial improvement in their resulting models. On one of the occasions

immensely cited Tesla vehicles are confronting this issue of overheating. Tesla by utilizing AI instruments coordinated all recorded information and fixed the bug in all the running vehicles through cloud empowered arrangement. The points of interest that AI offers are significant to such an extent that Indian financial goliath PNB started utilizing AI-driven instruments (Sharma, 2018) for accounts compromise and extortion location. The uses of AI can likewise be followed to ID and anticipation of oil slicks through satellite symbolism (Kubat,1998). The above worth increases that AI offers and the late speed of mechanical development in AI-driven innovations makes it an exceptionally investigated area. This can be credited to the way that the clients and brand representatives of AI are some of the world's most influential individuals and the world's best associations (Davenport et al., 2020b).

In the recent studies as demonstrated by the PWC study, 72% of CEOs see AI as an "advantage" to help this modernized time. PC-based insight close by subsets of AI and significant learning is revising how associations have coordinated the world over. The speed of creative mind and progression that drove amazing courses of action is the brand name of this portraying development of the 21st century. A blend of AI-engaged developments can redesign affiliations' data getting ready limits and choose a dynamic cycle all the more exhaustively and agent. This infers that the stages can perceive smart thoughts and subjects across colossal instructive lists, incomprehensibly speedy, and give some of the most suitable reactions to help legitimate basic reasoning and consistent unique process. AI game plans similarly unravel feeling and correspondence like a human, which prepares these stages to fathom opensource content like electronic media, trademark language dealing with, and email responses. Artificial Intelligence courses of action can leap significantly into the expression look, social profiles, and related online data for noteworthy models and results.

### **Industry or Usage Context (AI applications):**

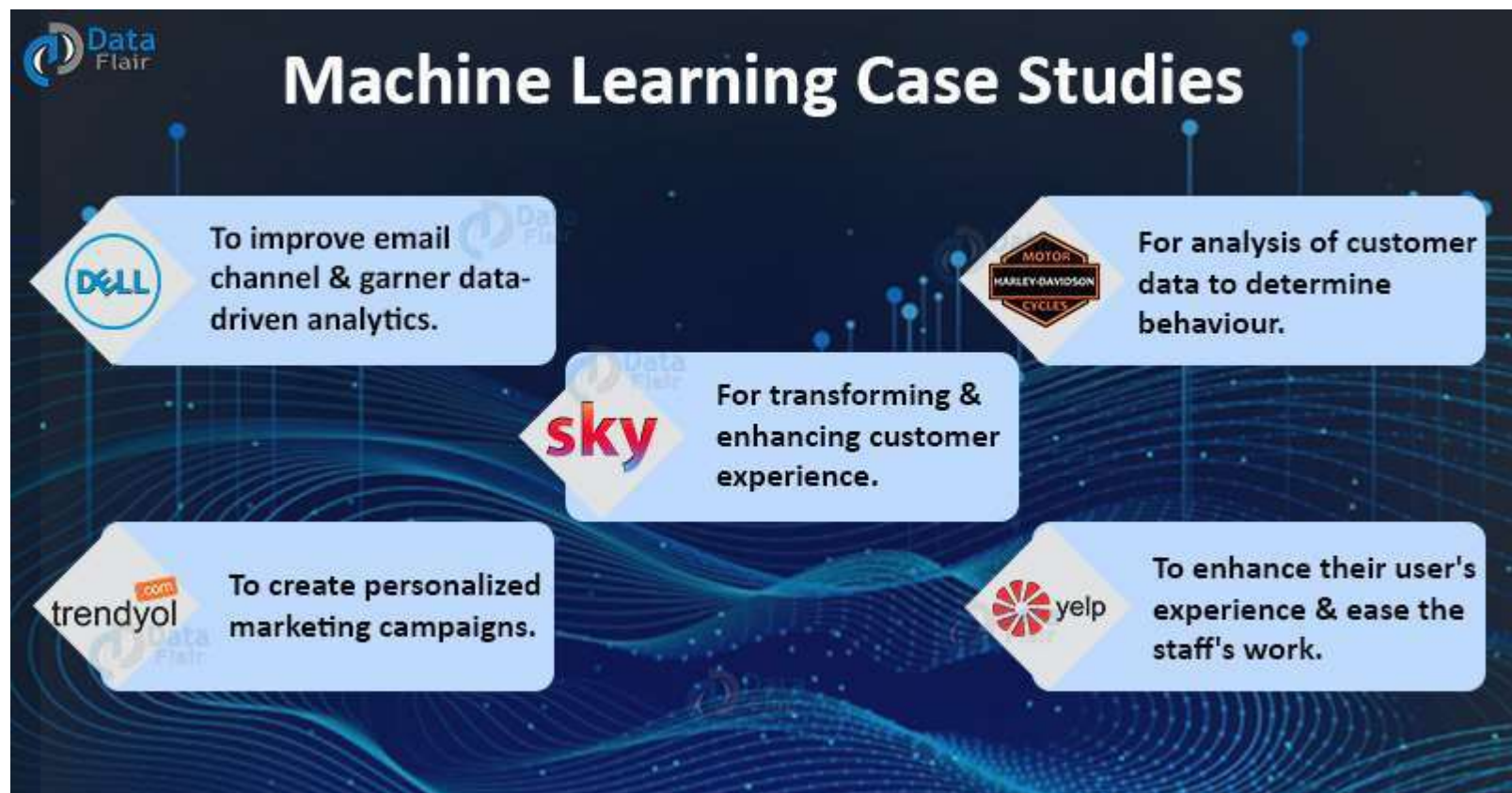


Figure source: Machine Learning Applications.

### DELL:

Dell has teamed up with Persado, the world's top AI and ML-powered marketing creative platform, to harness the power of words in their email channel and collect data-driven insights for each of their major audiences. Dell saw a 50% increase in CTR and a 46% increase in customer responses as a result of this collaboration. It also increased page views by 22% on average and add-to-carts by 77% on average (5 Machine Learning Case Studies to Explore the Power of Technology - DataFlair, n.d.).

### SKY:

Sky UK transforms customer experience through Adobe Sensei with the help of Machine Learning and Artificial Intelligence.

"We have a client base of 22.5 million people from all walks of life. Even dividing people in to their favorite television genre can result in quite broad groupings "Sky UK's Head of Digital Decisions and Analytics said as much. The organization was able to make sense of its vast

volume of client data by offering items and services that most resonated with each consumer, thanks to machine learning frameworks. "Machine learning is often thought of as a tool for creating rigidly defined and robotic experiences, but the opposite is true. We draw a line with Adobe Sensei that blends important and relevant client intelligence with personalized experiences ", according to McLaughlin (5 Machine Learning Case Studies to Explore the Power of Technology - DataFlair, n.d.).

### **TRENDYOL:**

In particular for sportswear, foreign companies such as Adidas and ASOS posed a threat to Trendyol, a top Turkish e-commerce company. It has teamed with Live clicker, a real-time customization supplier, to assist boost client loyalty and improve its email system. Trendyol created numerous highly tailored marketing strategies using machine learning and artificial intelligence. It also made it easier to figure out which communications are most important to which clients. To add to the personalization, it also offered a soccer jersey with the recipient's name imprinted on the back. The retailer's open rates, click-through rates, conversions, and sales all hit new highs as a result of its innovative use of one-to-one customization. Trendyol saw a 30% rise in click-through rates, a 62% rise in response rates, and a whopping 1300% rise in conversion rates as a result of the campaign. It has also employed strong marketing functions to reach its consumer base [18], such as social media, mobile apps, SEO blogs, celebrity endorsement, and so on (5 Machine Learning Case Studies to Explore the Power of Technology - DataFlair, n.d.).

### **HARLEY DAVIDSON:**

It's difficult to break through traditional marketing in the situation we're in now. Albert (an artificial intelligence-powered robot) has a lot of attraction for a corporation like Harley Davidson NYC. Robots create news stories, work in hotels, handle traffic, and even run McDonald's, thanks to machine learning and artificial intelligence. Albert can be utilized in a

multitude of ways, including social media and email marketing. The software estimates which customers are most likely to convert and customize their creative copy. Albert only rides a Harley Davidson motorcycle. The organization evaluated customer data to determine the behavior of prior consumers who were positive in terms of purchasing and spent more time on the website than the norm. Albert generated consumer categories based on this data and scaled up the test campaigns accordingly. The employment of Albert increased Harley Davidson's sales by 40%, according to the results. The company also saw a 2.930 percent boost in leads, with half of those coming from artificial intelligence and machine learning-identified high-converting 'lookalikes' (5 Machine Learning Case Studies to Explore the Power of Technology - DataFlair, n.d.).

### **YELP:**

While Yelp may not appear to be a tech company at first look, machine learning is being used to improve the user experience. Yelp's machine learning algorithms make it easier for the company's human employees to gather, categorize, and label photographs. Because photos are almost as important to Yelp as user ratings, the company is constantly working to improve its image processing. The company is now serving millions of users as a result of this. Taking pictures of their meals has become second nature for a generation, and it is thanks to these people that Yelp has such a large collection of photos. Its program employs picture analysis techniques to identify color, texture, and geometry. It can detect the presence of pizza, for example, or whether the restaurant offers outdoor dining. As a result, the organization can currently anticipate traits like 'excellent for kids' and 'classy atmosphere' with an accuracy of over 80%. It also intends to use this information in the future to improve search



recommendations and auto-captions photographs (5 Machine Learning Case Studies to Explore the Power of Technology - DataFlair, n.d.).

Internet Retailing AI (e.g., Birchbox): AI will improve predicting for what people want, which could help businesses. Remove the shopping-then-transportation and delivery-then-shopping action plans from your strategy. a business metric AI (e.g., IBM Interact): AI is utilized in a variety of (simple) applications, such as tailored offers (e.g., Bank of Montreal).

## **CONCLUSION:**

Artificial intelligence is altering the game's roles, rules, and tools. Everyone is increasingly equipped with insights that allow them to make optimal decisions, whether integrated with an application and assisting advertisers in making deals and spreading the word or encapsulated in an agent and assisting the customer in the purchase and consuming process. What, how, and from whom to sell, as well as what, how, and from whom to buy, is becoming increasingly digital, AI-enhanced, and automated. "Just like electricity altered practically everything 100 years ago," Andrew Ng, the chief AI scientist, says he can't conceive of an industry that AI won't disrupt in the coming years. "AI has only recently begun to rewire how all organizations are planned and operated, and much as "electricity transformed how the world runs" and overturned practically every business and industry, "AI is poised to have a comparable effect"

(Lynch, 2017). This research aimed to study how different AI marketing applications will improve customer experience across different digit phases. Improving the production and delivery process for products and services is no longer a mission-critical issue for businesses. Instead, the focus shifted to the delivery of an immersive customer experience. The importance of this issue is widely accepted by business executives, who know how AI technologies can facilitate this.

## References:

*(PDF) Transforming Marketing with Artificial Intelligence.* (n.d.). Retrieved May 26, 2021,

from

[https://www.researchgate.net/publication/343262528\\_Transforming\\_Marketing\\_with\\_Artificial\\_Intelligence](https://www.researchgate.net/publication/343262528_Transforming_Marketing_with_Artificial_Intelligence)

*5 Machine Learning Case Studies to explore the Power of Technology - DataFlair.* (n.d.).

Retrieved May 27, 2021, from <https://data-flair.training/blogs/machine-learning-case-studies/>

*AI Marketing: What, Why & How to use Artificial Intelligence in Marketing – Mageplaza.* (n.d.).

Retrieved May 28, 2021, from <https://www.mageplaza.com/blog/ai-marketing-what-why-how.html#how-to-use-ai-for-marketing>

*ARTIFICIAL INTELLIGENCE.* (n.d.). Retrieved May 26, 2021, from

[http://www.cbpp.uaa.alaska.edu/afef/AI-Marketing Game Changer.htm](http://www.cbpp.uaa.alaska.edu/afef/AI-Marketing%20Game%20Changer.htm)

Biswas, A., Bhowmick, S., Guha, A., & Grewal, D. (2013). Consumer evaluations of sale prices: Role of the subtraction principle. *Journal of Marketing*, 77(4), 49–66.

<https://doi.org/10.1509/jm.12.0052>

Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020a). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42. <https://doi.org/10.1007/s11747-019-00696-0>

Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020b). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42. <https://doi.org/10.1007/s11747-019-00696-0>

*Definition of Marketing | American Marketing Association.* (n.d.). Retrieved May 26, 2021, from <https://www.ama.org/listings/2013/01/17/definition-of-marketing/>

Gondawane, S., Ghadi, M., & Salvi, S. (2020). Use of Artificial Intelligence in Marketing. *ANVESHAK-International Journal of Management*, 9(1), 68–87.

<https://doi.org/10.15410/AIJM/2020/V9I1/149826>

*How AI helps understand Consumer Buying Behavior in Marketing.* (n.d.). Retrieved May 28, 2021, from <https://www.sprintzeal.com/blog/how-ai-has-impacted-consumer-buying-behaviour>

*How Artificial Intelligence Will Transform Digital Marketing – And How to be Ready.* (n.d.).

Retrieved May 26, 2021, from <https://learneably.blogspot.com/2020/06/how-artificial-intelligence-will.html>

Marinchak, C. M. D., Forrest, E., & Hoanca, B. (2018). Artificial intelligence: Redefining marketing management and the customer experience. In *International Journal of E-*

*Entrepreneurship and Innovation* (Vol. 8, Issue 2, pp. 14–24). IGI Global.

<https://doi.org/10.4018/IJEEI.2018070102>

*Propensity Modelling for Business*. (n.d.). Retrieved May 26, 2021, from

<https://datascience.foundation/sciencewhitepaper/propensity-modelling-for-business>

*Value-Added Definition*. (n.d.). Retrieved May 26, 2021, from

<https://www.investopedia.com/terms/v/valueadded.asp>

*What is Artificial Intelligence (AI) Marketing? A Complete Guide* / Emarsys. (n.d.). Retrieved

May 26, 2021, from <https://emarsys.com/learn/blog/artificial-intelligence-marketing-solutions/>

*What is Marketing? Definition, Benefits, and Strategies* / Cyberclick. (n.d.). Retrieved May 26,

2021, from <https://www.cyberclick.net/marketing>