

Adoption of Generative Ai Tools in Marketing and Customer Engagement: A Study on Indian Businesses

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ABSTRACT

The rapid advancement of Generative Artificial Intelligence (GenAI) has significantly transformed marketing and customer engagement practices across businesses worldwide. In the Indian context, increasing digitalization, expanding e-commerce, and supportive government initiatives have accelerated the adoption of AI-driven technologies. This study examines the extent and patterns of adoption of Generative AI tools among Indian businesses, with specific focus on marketing and customer engagement activities. Using a descriptive and analytical research design, primary data were collected from 150 respondents representing businesses in Coimbatore District through a structured questionnaire based on a five-point Likert scale. The study analyzes key determinants influencing adoption, the types of GenAI tools utilized, and the perceived impact of these tools on marketing performance and customer experience. Descriptive statistics, multiple dichotomy analysis, and correlation analysis were employed to interpret the data. The findings reveal high levels of awareness, digital readiness, and training initiatives, indicating strong organizational preparedness for GenAI adoption. Businesses predominantly use GenAI for customer data analysis and content creation, while advanced applications such as personalized marketing and product recommendations remain at an early stage. The correlation analysis confirms a strong and positive relationship between adoption patterns, tool usage, and the impact of GenAI. The study concludes that while Generative AI offers substantial potential to enhance customer engagement and marketing effectiveness, broader adoption requires supportive policies, skill development, ethical governance and strategic integration.

Keywords: Gen AI, business, customer engagement.

1.1 INTRODUCTION

The swift progress of Artificial Intelligence (AI) has brought about a revolutionary period for contemporary companies, especially in the areas of marketing and customer interaction. Among the various branches of AI, Generative Artificial Intelligence (GenAI)—encompassing technologies such as large language models (LLMs), chatbots, image and content generators, and automated personalization engines—has emerged as a major catalyst for innovation. These tools are reshaping how firms understand, interact with, and deliver value to customers by enabling highly personalized, real-time, and scalable marketing solutions. Organizations all across the world are using GenAI more and more to improve service responsiveness, optimize customer journeys, automate content creation, and extract deeper insights from consumer data.

Due to increased internet penetration, e-commerce expansion, and government measures encouraging digital transformation, the adoption of digital technology has accelerated in India. This change has made it easier for Indian companies to test and use generative AI technologies to boost their competitive edge. Sectors such as retail, banking, hospitality, healthcare, and telecommunications are increasingly integrating generative AI into their marketing ecosystems to improve personalization, reduce operational costs, and elevate customer experience.

Despite the growing interest, adoption of Generative AI in India is varied and influenced by multiple factors including technological readiness, organizational capabilities, perceived benefits, cost considerations, and concerns related to data privacy and ethical use of AI. Even if early adopters are seeing notable increases in consumer interaction, many firms are still wary because of talent shortfalls, implementation difficulties, and doubts about the long-term effects of these technologies. In light of this, it is crucial to examine how Indian companies use generative AI technologies for marketing and consumer interaction in order to comprehend the present level of digital transformation, spot innovative potential, and resolve any obstacles to broader adoption. Policymakers, managers, marketers, tech developers, and academic researchers looking to use generative AI for company expansion can benefit greatly from the results of such studies. Therefore, the purpose of this study is to examine the degree of acceptance, the effect on consumer engagement, and the factors that influence the adoption of generative AI in Indian marketing strategies. Through this investigation, the study advances knowledge of how new AI technologies are changing consumer interactions and marketing tactics in the Indian business environment.

1.2 REVIEW OF LITERATURE

Choudhury et al. (2023) investigate organizational factors influencing the adoption of AI-based marketing technologies. They find that adoption success is mostly determined by infrastructural readiness, data quality, and technical compatibility. The study reveals that organizations adopting AI experience improved marketing precision and customer segmentation. Managerial commitment and strategic clarity further enhance the likelihood of adoption. However, concerns over data security, model transparency, and ethical implications remain substantial barriers. The writers emphasize how AI tools enhance consumer experience, produce personalized content, and automate marketing duties. According to their

research, businesses who use AI claim having a competitive edge in online marketplaces. The study highlights that when businesses invest in staff training, the advantages of AI are maximized. Overall, their findings lend credence to the notion that, under the right circumstances, generative AI can revolutionize marketing efficacy.

Dwivedi et al. (2023) explore how the metaverse and generative AI are revolutionizing modern marketing practices. They argue that generative AI enhances creativity through automated content creation, virtual assistants, and personalized interactions. The study highlights that businesses can design immersive brand experiences using AI-generated media. Generative AI enables marketers to predict customer behavior and create dynamic campaigns with greater accuracy. The writers do point out that difficulties are brought about by ethical considerations, consumer mistrust, and data privacy concerns. According to their research, generative AI will play a major role in digital marketing ecosystems. They also emphasize the need for regulatory frameworks to ensure responsible AI use. The authors assert that early adopters can achieve enhanced customer engagement and brand personalization. Their findings demonstrate the relevance of examining generative AI adoption in India's fast-growing digital market.

Kietzmann et al. (2023) specifically focus on generative AI and its role in transforming marketing and customer engagement. They argue that generative AI enables machine creativity, allowing marketers to produce personalized content at scale. The study explains that AI-generated images, text, and videos improve brand storytelling and customer connection. Their research highlights that generative AI enhances predictive capabilities, helping firms anticipate customer needs. However, they caution about risks such as content authenticity, ethical misuse, and job displacement among creative professionals. The authors emphasize that businesses must develop validation mechanisms to maintain content reliability. They also note that generative AI allows real-time marketing adaptation. Their findings underline the growing strategic relevance of generative AI tools in digital marketing environments. This makes their study highly relevant to understanding adoption patterns in Indian businesses.

Singh and Hess (2022) examine digital transformation in India, focusing on the opportunities and barriers associated with AI adoption. Their study highlights that Indian businesses face challenges such as inadequate infrastructure, regulatory concerns, and limited digital skills. Despite these limitations, the rapid expansion of e-commerce and mobile markets increases AI adoption potential. The authors emphasize that Indian firms recognize AI's ability to improve efficiency, customer engagement, and marketing effectiveness. They also note that government initiatives and digital India programs support broader AI integration. However, uncertainties related to data protection laws slow down adoption. Their findings underline that successful AI adoption in India requires investment in skills, technology, and governance. This study provides important context for understanding generative AI adoption among Indian businesses.

Huang and Rust (2021) examine the role of artificial intelligence in transforming service delivery across industries. They propose a framework categorizing AI as mechanical, analytical, and intuitive, explaining how each type alters customer interactions. Their study highlights that AI enhances service quality through speed, accuracy, and personalization. With the help of chatbots and automated assistants, businesses can

offer 24/7 customer service. By evaluating vast amounts of consumer data, AI also facilitates sophisticated decision-making. The authors warn that too much automation could make service interactions less friendly. Their research highlights that the best results come from combining human empathy with AI efficiency. They also underscore that customer engagement improves when AI solutions are designed to understand user intent and emotions. These insights are important when studying generative AI tools used in marketing communication.

Mandal and Joshi (2021) investigate AI adoption in the Indian retail sector and its impact on customer engagement. Their findings reveal that AI significantly improves customer experience through personalized recommendations and automated support. The study shows that retailers use AI to optimize operations, understand purchasing patterns, and enhance loyalty. Despite these benefits, many Indian businesses struggle with limited technological infrastructure and high implementation costs. The authors also identify skill shortages as a major barrier to effective AI usage. They emphasize that customer engagement increases when AI tools offer convenience and relevance. Their research highlights a positive relationship between AI adoption and business performance in India. This study provides strong evidence supporting the potential of generative AI for marketing in Indian businesses. It also underscores the sector-specific dynamics influencing technology adoption.

AI also enables complex decision-making by analyzing enormous volumes of consumer data. The authors caution that excessive automation may result in fewer cordial service interactions. According to their findings, human empathy and AI efficiency work best when together. Additionally, they emphasize that when AI systems are built to comprehend human intent and emotions, customer engagement increases. When researching generative AI tools used in marketing communication, these insights are crucial. They contend that in order to prevent bias and abuse, AI needs to be properly governed. The survey also points out that in order for enterprises to properly utilize AI tools, they must have digital competencies. According to the authors, companies who use cutting-edge AI report increased innovation and competitiveness. Their study provides theoretical foundation for comprehending the adoption dynamics of generative AI. Overall, their work sets the conceptual foundation for analyzing AI's impact on marketing and customer engagement.

Longoni and Cian (2020) explore consumer psychological responses to AI-driven marketing practices. Their study finds that while customers appreciate AI-enabled personalization, they often worry about privacy and data misuse. The authors highlight that excessive personalization can trigger feelings of intrusion and discomfort. They argue that consumers prefer AI systems that are transparent and align with ethical norms. Their research also shows that trust plays a major role in consumer acceptance of AI-generated content. Businesses adopting generative AI must therefore ensure accountability and fairness in algorithms. The study suggests that AI-driven marketing improves satisfaction only when consumers feel secure. Additionally, the authors emphasize that ethical concerns can significantly slow down AI adoption. These insights are critical for understanding customer acceptance challenges in generative AI marketing strategies.

Marques and Ferreira (2020) conducted a systematic review identifying determinants of AI adoption in organizations. They found that technological infrastructure, innovation capability, and top management support are critical enablers. The study highlights that organizational culture and employee readiness significantly influence adoption success. They also argue that competitive pressure pushes firms to adopt AI for performance enhancement. However, concerns regarding ethical risks, cost, and technical complexity remain major obstacles. Their review indicates that businesses adopting AI can achieve operational efficiency and improved decision-making. The authors emphasize that AI adoption is a strategic process requiring long-term planning. Their work supports the idea that generative AI adoption depends on multiple internal and external factors. This study provides valuable insights into organizational-level determinants relevant to Indian firms exploring generative AI.

A comprehensive framework examining how companies use AI in Customer Relationship Management (CRM) is presented by **Chatterjee et al. (2020)**. The authors emphasize how AI-powered CRM solutions improve client retention tactics, automate responses, and improve personalization. Their study emphasizes that perceived usefulness, ease of use, and organizational readiness significantly affect adoption. AI enables firms to analyze customer patterns, generate insights, and deliver tailored marketing messages. Furthermore, customer engagement improves when firms integrate predictive analytics and automated communication systems. The study also stresses that managerial support plays a crucial role in implementing AI-driven CRM solutions. However, resistance to change and lack of digital skills create major barriers. Chatterjee et al. conclude that AI-powered CRM contributes to higher customer satisfaction and better decision-making. This study offers fundamental insights into how generative AI might improve marketing and engagement procedures in a similar way.

1.3 STATEMENT OF THE PROBLEM

The rapid proliferation of digital technologies has significantly changed the marketing landscape, and Generative Artificial Intelligence (GenAI) has emerged as one of the most disruptive innovations in this domain. GenAI tools—such as chatbots, automated content generators, recommendation engines, and personalized communication platforms—offer businesses powerful mechanisms to enhance customer engagement, streamline marketing operations, and deliver tailored experiences at scale. While global organizations have begun to integrate these technologies widely, the extent, effectiveness, and challenges of GenAI adoption among Indian businesses remain insufficiently understood.

Digital transformation is accelerating in India, but companies must contend with differing degrees of infrastructure capacity, technology maturity, and knowledge of new AI applications. Although many businesses recognize that generative AI has the potential to enhance marketing performance, adoption is still unequal across industries. Concerns related to high implementation costs, lack of skilled personnel, data privacy risks, ethical issues, and uncertain return on investment continue to limit widespread integration. Moreover, there is limited empirical evidence on how the use of GenAI actually influences customer engagement, brand perception, and marketing outcomes within the Indian context.

For managers and legislators looking to use GenAI for long-term competitive advantage, this knowledge gap poses a serious obstacle. Businesses may find it difficult to make well-informed strategic decisions in the absence of a clear view of current adoption patterns, drivers, obstacles, and actual impact on customer engagement. Thus, it is imperative to look into how Indian businesses are using generative AI tools in their marketing operations, what influences this adoption, and how these technologies improve consumer engagement.

1.4 RESEARCH QUESTIONS

- How frequently do Indian businesses use Generative AI tools in their marketing operations?
- What impact do Generative AI tools have on response time, service quality, and customer satisfaction?

1.5 OBJECTIVES OF THE STUDY

- To examine the extent and patterns of adoption of Generative AI tools among Indian businesses for marketing and customer engagement activities.
- To analyze the impact of Generative AI-based marketing strategies on customer engagement, personalization, and customer experience.

1.6 LIMITATIONS OF THE STUDY

The present study is subject to certain limitations that should be considered while interpreting the findings. The research is based on a limited sample of Indian businesses, which may not fully represent the diversity of industries, organizational sizes, and regional contexts across India. The study relies on self-reported data collected through structured questionnaires, which may be influenced by respondents' perceptions, biases, or limited awareness of Generative AI tools. Since the research follows a cross-sectional design, it captures adoption patterns and impacts at a single point in time and does not account for changes over time. The rapid evolution of Generative AI technologies may affect the relevance of the findings in the future. The study primarily examines perceived benefits rather than objective performance indicators such as revenue growth or return on investment. Sector-specific variations in AI adoption may not be fully captured due to unequal representation. Geographical constraints may limit the generalizability of the results. Regulatory and ethical concerns related to AI are evolving and may not be comprehensively reflected. Finally, organizational confidentiality and reluctance to disclose strategic information may affect the accuracy and completeness of responses.

1.7 RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research design to examine the adoption of Generative AI tools in marketing and customer engagement among businesses. The study is conducted in Coimbatore District, Tamil Nadu, which is recognized as a major commercial and industrial center with increasing use of digital technologies. The population consists of business organizations across

manufacturing, retail, service, IT, and e-commerce sectors. A sample of 150 respondents was selected, comprising business owners, marketing managers, and digital marketing executives involved in technology-related decision-making. Simple random sampling technique was employed to ensure equal representation and to minimize sampling bias. Primary data were collected using a structured questionnaire based on a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire included items related to awareness, adoption patterns, usage of Generative AI tools, and their impact on marketing and customer engagement. Secondary data were gathered from journals, books, reports, and online sources relevant to artificial intelligence and digital marketing. The collected data were coded and analyzed using statistical tools such as descriptive statistics, multiple dichotomy analysis, and correlation analysis. This methodological approach ensures systematic data collection, reliable analysis, and meaningful interpretation of results related to Generative AI adoption among businesses in Coimbatore District.

1.8 ANALYSIS AND INTERPRETATION

DESCRIPTIVE STATISTICS

Descriptive statistics provide a powerful tool to summarize and interpret consumer perceptions, helping researchers understand trends, patterns, and the distribution of opinions regarding the effectiveness of these protective measures. This technique involves using measures such as mean, standard deviation, and percentage distribution to describe and interpret how customers collectively rate different aspects of online reviews and ratings. In this study, By analyzing responses from insured individuals, descriptive statistics can reveal the level of awareness, satisfaction, and trust in technology-driven insurance services, providing insights that can guide regulators, insurers, and policymakers in strengthening consumer protection frameworks. The mean scores indicate the overall importance of each factor in shaping consumer decision-making, while the standard deviation shows how consistent or varied consumers' opinions are. This analysis provides an initial understanding of the most influential elements Adoption Patterns of Generative AI Tools and highlights areas that may require attention or improvement. It serves as a foundation for further statistical tests such as ANOVA and regression analysis, offering valuable insights for adoption patterns of AI and Indian business to enhance the business.

Determinants of Adoption Patterns of Generative AI Tools Among Indian Businesses

Table -1.1 Determinants of Adoption Patterns of Generative AI Tools Among Indian Businesses

Descriptive Statistics					
Particulars	N	Minimum	Maximum	Mean	Std. Deviation
AI Adoption Level	1503	5	4.04	.747	
Usage Frequency	1503	5	4.00	.553	
Awareness	1504	5	4.71	.454	
Digital Readiness	1503	5	4.26	.681	

Skill Availability	1502	5	4.14	1.071
Management Support	1502	5	4.01	.753
Integration with Workflows	1501	5	4.32	1.239
Budget Allocation	1503	5	4.11	.528
Training Initiatives	1504	5	4.65	.478
Adoption Maturity	1504	5	4.20	.399

Source: Primary Data

Table 1.1 presents the descriptive statistics of the determinants influencing the adoption patterns of Generative AI tools among Indian businesses. The findings indicate a high overall level of readiness and acceptance of Generative AI in marketing and customer engagement activities. Awareness emerged as the most prominent determinant, recording the highest mean score of 4.71 with a low standard deviation, suggesting strong and consistent understanding of Generative AI tools among respondents. Training initiatives also received a high mean value of 4.65, highlighting the emphasis organizations place on employee skill development. Integration with workflows showed a mean score of 4.32, indicating that AI tools are largely embedded into routine marketing operations, although variations exist across firms. Digital readiness and adoption maturity, with mean scores of 4.26 and 4.20 respectively, reflect adequate technological infrastructure and progressing stages of AI adoption. Skill availability recorded a mean of 4.14, suggesting generally positive perceptions despite some disparities. Budget allocation, AI adoption level, management support, and usage frequency reported moderately high mean values around 4.00, indicating steady financial commitment and managerial encouragement. Overall, the results reveal that awareness, training, and technological preparedness are key drivers shaping Generative AI adoption among Indian businesses.

MULTIPLE DICHOTOMY ANALYSIS

Adoption of Generative AI Tools

Table - 1.2
Adoption of Generative AI Tools

Particulars	Frequency	Percentage
AI for Content Creation	32	21.3
AI Chatbots for Customer Interaction	25	16.6
AI for Personalized Marketing Campaigns	20	13.3
AI for Customer Data Analysis	48	32
AI for Automated Email or Message Marketing	15	10
AI for Product Recommendations	10	6.6

Total	150	100.0
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Source: Primary Data

Table 1.2 presents the adoption of Generative AI tools among Indian businesses for marketing and customer engagement activities. The highest proportion of respondents, 32 percent, reported using AI for customer data analysis, indicating that businesses primarily leverage Generative AI to analyze customer information and derive actionable insights for decision-making. This is followed by AI for content creation (21.3%), reflecting the growing use of Generative AI to produce marketing content efficiently and creatively. AI chatbots for customer interaction (16.6%) ranked third, highlighting the role of AI in enhancing real-time customer communication and support services. AI for personalized marketing campaigns (13.3%) was adopted by a moderate proportion of respondents, suggesting a gradual shift toward customized marketing strategies. The use of AI for automated email or message marketing (10%) indicates limited but emerging reliance on automation for customer outreach. AI for product recommendations (6.6%) recorded the lowest adoption level, implying that advanced recommendation systems are yet to be widely implemented. Overall, the analysis reveals that Indian businesses currently prioritize data analysis and content creation in their Generative AI adoption, while more sophisticated applications such as automated personalization and recommendation systems are still at a nascent stage.

CORRELATION ANALYSIS

Table: 1.3

Correlation Analysis of Adoption Patterns, Adoption of Generative AI Tools and Impact of Generative AI

		Adoption Patterns	Adoption of Generative Tools	Impact of Generative AI
Adoption Patterns	Pearson Correlation	1	.667**	.742**
	Sig. (2-tailed)		.000	.000
	N	150	150	150
Adoption of Generative Tools	Pearson Correlation	.667**	1	.842**
	Sig. (2-tailed)	.000		.000
	N	150	150	150
Impact of Generative AI	Pearson Correlation	.742**	.842**	1
	Sig. (2-tailed)	.000	.000	
	N	150	150	150
	Pearson Correlation	1	.667**	.742**
	Sig. (2-tailed)		.000	.000

Source: Primary Data

Table 1.3 presents the correlation analysis showing the relationship between Adoption Patterns, Adoption of Generative AI Tools, and Impact of Generative AI among Indian businesses. The results indicate that all the variables are positively and significantly correlated, suggesting that an increase in one factor is associated with an increase in the others. The highest correlation is observed between Adoption of Generative AI Tools and Impact of Generative AI with a correlation coefficient of 0.842, indicating a strong positive relationship. This implies that greater adoption of Generative AI tools leads to a higher perceived impact on marketing performance, customer engagement, and overall business outcomes. The next highest correlation is between Adoption Patterns and Impact of Generative AI ($r = 0.742$), showing that well-established adoption patterns significantly enhance the impact of Generative AI. Meanwhile, the correlation between Adoption Patterns and Adoption of Generative AI Tools is 0.667, reflecting a moderately strong positive relationship and suggesting that structured adoption patterns facilitate broader and more effective use of Generative AI tools. Since all correlation values are significant at the 0.01 level (2-tailed), it confirms that the relationships among the variables are statistically significant. Hence, the analysis establishes a positive and significant correlation among adoption patterns, adoption of Generative AI tools, and the impact of Generative AI in Indian businesses.

FINDINGS OF THE STUDY

The findings related to AI for Customer Data Analysis reveal that this tool is the most widely adopted among Indian businesses, accounting for 32 percent of total usage. Organizations primarily utilize Generative AI to process large volumes of customer data, identify behavioral patterns, and generate actionable insights that support data-driven marketing decisions. The high adoption level indicates that businesses perceive customer analytics as a critical area where Generative AI delivers immediate value, particularly in enhancing targeting accuracy, understanding customer preferences, and improving overall marketing effectiveness.

The study further finds that AI for Content Creation is the second most adopted tool, with 21.3 percent of respondents reporting its usage. Businesses increasingly rely on Generative AI to create promotional content, social media posts, product descriptions, and advertising copy. This reflects a strong inclination toward improving efficiency, creativity, and consistency in marketing communication. The adoption of AI-driven content creation suggests that firms aim to reduce time and cost while maintaining high-quality and engaging marketing outputs.

With respect to AI Chatbots for Customer Interaction, 16.6 percent of the respondents indicated their use of chatbots to manage customer queries and provide real-time assistance. The findings show that chatbots are primarily adopted to enhance customer engagement, improve response time, and ensure continuous customer support. Although adoption is moderate, it demonstrates that businesses recognize the potential of conversational AI in improving customer experience and strengthening brand–customer relationships.

The findings related to AI for Personalized Marketing Campaigns show that 13.3 percent of businesses have adopted Generative AI for delivering customized marketing messages. This indicates a gradual shift toward personalization, where AI is used to tailor offers, promotions, and communication based on customer behavior and preferences. However, the relatively lower adoption level suggests that many firms are still in the early stages of implementing advanced personalization strategies due to challenges such as data integration and technological complexity.

The adoption of AI for Automated Email or Message Marketing, reported by 10 percent of respondents, reflects an emerging trend toward automation in customer communication. Businesses using this tool aim to improve efficiency by automating routine marketing messages while maintaining relevance and timeliness. The findings indicate that although automation is recognized as beneficial, its adoption remains limited, possibly due to concerns about over-automation and reduced personalization.

Finally, the findings related to AI for Product Recommendations show the lowest level of adoption at 6.6 percent. This suggests that advanced recommendation systems are still at a nascent stage among Indian businesses. While organizations acknowledge the potential of AI-driven recommendations to enhance cross-selling and upselling, factors such as high implementation costs, data quality issues, and technical expertise requirements may be restricting wider adoption. Overall, the findings indicate that Indian businesses currently prioritize Generative AI tools that offer immediate analytical and operational benefits, such as customer data analysis and content creation, while more complex applications like automated personalization and product recommendation systems are gradually gaining traction.

POLICY FOR IMPLICATIONS

Based on the findings of the study, several important policy implications emerge for promoting the effective adoption of Generative AI tools among Indian businesses. Policymakers should prioritize the development of a clear and comprehensive regulatory framework that encourages responsible and ethical use of Generative AI in marketing and customer engagement. Given the high adoption of AI for customer data analysis, strong data protection and privacy policies must be enforced to ensure secure handling of customer information and to build consumer trust. Government initiatives should support capacity-building programs that enhance digital skills and AI literacy, particularly to address gaps in advanced applications such as personalization and product recommendation systems. Incentives such as tax benefits, subsidies, or grants can be introduced to encourage small and medium enterprises to invest in Generative AI technologies. Policies should also promote standardization and interoperability to facilitate seamless integration of AI tools into existing business workflows. Industry-academia collaborations can be strengthened to foster innovation, research, and skill development in AI-driven marketing solutions. Furthermore, guidelines for transparency and explainability of AI-generated content should be established to prevent misuse and misinformation. Support for pilot projects and AI sandboxes can help businesses experiment with advanced AI applications in a controlled environment. Finally, continuous monitoring and evaluation mechanisms should be implemented to assess the impact of Generative AI adoption and to refine policies in line with technological advancements and business needs.

CONCLUSION

In conclusion, the study highlights the growing significance of Generative AI tools in transforming marketing and customer engagement practices among Indian businesses. The findings reveal a high level of awareness, digital readiness, and training initiatives, indicating that organizations are increasingly prepared to adopt AI-driven solutions. Businesses primarily utilize Generative AI for customer data analysis and content creation, reflecting a focus on efficiency and insight-driven decision-making. However, the adoption of advanced applications such as personalized recommendations and automated engagement remains limited, suggesting scope for further technological maturity. The strong and significant correlations among adoption patterns, tool adoption, and the impact of Generative AI confirm that structured and strategic implementation enhances business outcomes. Effective integration, management support, and skill availability play a crucial role in maximizing AI benefits. Despite positive trends, challenges related to cost, expertise, and integration persist across sectors. Overall, the study concludes that Generative AI holds substantial potential to improve customer experience and marketing effectiveness in India, provided supportive policies, skill development, and responsible adoption practices are strengthened.

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