

ARTIFICIAL INTELLIGENCE FOR BUSINESS AND COMMERCE

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ARTIFICIAL INTELLIGENCE'S PIVOTAL ROLE IN MODERN MARKETING STRATEGIES

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Abstract

Artificial Intelligence (AI) has transformed the marketing landscape by enabling data-driven decision-making, hyper-personalization, predictive analytics, and automation. The integration of AI into marketing strategies has enhanced customer engagement, optimized resource allocation, and improved campaign performance. This paper examines AI's pivotal role in reshaping modern marketing strategies, exploring its applications in customer segmentation, recommendation systems, sentiment analysis, and consumer behavior prediction. A descriptive and analytical approach has been used to understand AI-driven marketing practices across various sectors. The findings reveal that AI enhances strategic precision, fosters innovation, and facilitates competitive advantage in the digital marketplace.

Keywords: Artificial Intelligence, Marketing Strategies, Machine Learning, Predictive Analytics, Consumer Behavior, Digital Marketing

Introduction

Marketing, traditionally driven by creativity and intuition, has evolved into a data-intensive and technology-enabled discipline. The digital revolution and the proliferation of big data have necessitated the adoption of intelligent systems to interpret complex consumer behaviors (Chatterjee et al., 2023). Artificial Intelligence (AI), encompassing machine learning, natural language processing, and deep learning, is now at the forefront of this transformation.

AI allows marketers to understand, predict, and influence customer behavior at scale. It powers recommendation engines on e-commerce platforms, chatbots in customer service, and predictive analytics in campaign management. According to Accenture (2022), AI in marketing can increase business productivity by up to 40%, primarily through automation and enhanced consumer insights.

This paper aims to analyze AI's critical role in shaping modern marketing strategies by reviewing theoretical and empirical evidence, identifying benefits, challenges, and future trends.

Literature Review

Recent reviews on the integration of Artificial Intelligence (AI) into marketing strategies highlight an era of data-driven decision-making and hyper-personalization. Hasan et al. (2025) conducted a thematic review on AI applications in marketing, identifying personalization, intelligent customer service, and brand communication as dominant trends. Their study emphasized that modern consumers perceive AI as a social participant rather than a tool, expecting identity recognition and contextual responsiveness from AI systems. Similarly, a 2025 literature review published in *RITEF Journal* focused on machine learning applications in personalized marketing, concluding that AI-driven personalization improves customer engagement and purchase intention by dynamically predicting user preferences and tailoring