



Ai-Powered Marketing: An Analytical Study of Market Trends and Development Prospects

Zeyad Baker Khudhur

Kirkuk University - College of Administration and Economics - Department of Business Administration

Zeyadbaker1990@uokirkuk.edu.iq

*Correspondence : Zeyad Baker Khudhur

Zeyadbaker1990@uokirkuk.edu.iq

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Abstract : The proposed study aims at drawing attention to the increasing role of artificial intelligence in contemporary marketing practices by examining the degree to which consumers are aware of artificial intelligence technologies, the rate at which they use them, and the subsequent effects on their satisfaction and loyalty to brands. The research is based on the combination of theoretical foundations on the discussion of the concepts of artificial intelligence, its marketing implementation, and its contribution to the customer experience and organizational performance. Descriptive-analytical methodology was used and data were gathered by use of questionnaire that was administered to a sample of 60 respondents. The questionnaire consisted of four dimensions, which included awareness, usage, satisfaction, and loyalty. The analysis of the statistical results showed that the level of awareness and usage was rather high, whereas, the level of satisfaction and

loyalty were identified as high. The correlation matrix also revealed that the four dimensions have significant positive correlations, especially between the dimensions of usage and satisfaction, with between dimensions of satisfaction and loyalty, which is the role of artificial intelligence in influencing modern consumer behavior. The research ended with a few prominent results, the most significant one being that the application of marketing tools based on AI (chatbots, intelligent recommendations, and data analytics) are effective in improving customer loyalty and raising the level of customer satisfaction. The study suggests that the companies are to embrace smart marketing approaches, which rely on AI technologies, advertise awareness of the consumers and enhance trust and transparency in their application.

Keywords: Artificial Intelligence Marketing, Consumer Behavior, Customer Loyalty

Introduction

It is a huge digital revolution that the world has experienced in the past few decades, and which has greatly influenced many spheres of life, and business in particular. The development of the artificial intelligence (AI) technologies has caused the basic shifts in the marketing practices and traditional approaches. Companies have become capable of analyzing vast amounts of data, predicting consumer behavior, and personalizing marketing messages according to the needs of each customer using AI-based tools such as chatbots, machine learning, and big data analytics [1].

The concept of AI-driven marketing is regarded as one of the most noticeable modern trends that lead to the better performance of the marketing processes, a better experience of customers, and higher rates of conversion and customer retention. In this light, this study aims at enlightening this crucial area by analytically studying artificial intelligence tools that

are applied in marketing, its effects on consumer behavior, and the future of the technological advancements made in this area.

Research Problem

Considering the fast evolution of artificial intelligence technologies, it is difficult to say that organizations have a clear vision of how to introduce these tools in their marketing operations, as well as how to evaluate their efficiency in attaining measurable results, such as higher customer satisfaction or purchasing decision. Based on this, the following main question can be formulated as the problem of the research:

How effective is the use of artificial intelligence in marketing in improving the efficiency of marketing processes and organizational goals?

This main question gives rise to several sub-questions, including:

- What are the most prominent artificial intelligence tools and technologies used in marketing?
- How does the use of artificial intelligence affect consumer behavior and satisfaction?
- What are the major challenges facing the implementation of artificial intelligence in marketing?

Research Objectives

The research aims to achieve the following:

1. To determine the concept of artificial intelligence-driven marketing and its importance in the modern business environment.
2. To examine the most notable artificial intelligence tools and technologies applied in one of the domains marketing.
3. To investigate how artificial intelligence technologies affect consumer behavior and decision-making.
4. To make suggestions to improve the efficiency of the application of artificial intelligence in marketing activities.

Significance of the Research

The relevance of this study is that it deals with a modern subject that is at the heart of the current marketing practices. It is also helping to supplement the academic literature by connecting marketing concepts to emerging technologies and thus creating new horizons to researchers and practitioners in the field [2]. Moreover, the research can be useful to companies and organizations that want to increase their online presence and make their marketing more efficient by utilizing the artificial intelligence-based tools.

Research Limitations

- **Spatial Boundaries:** The research focuses on organizations operating within the local or regional market.
- **Temporal Boundaries:** This study was conducted during the 2024–2025 academic year.
- **Thematic Boundaries:** The research addresses marketing exclusively from the perspective of artificial intelligence, without extending to other fields in which AI is applied.

Key Terms

- **Artificial Intelligence (AI):** A collection of programs that allow machines to be able to mimic human intelligence in their work [3].
- **Digital Marketing:** Digital and technological tools used in marketing campaign design and implementation.
- **Chatbots:** AI-based programs designed to interact automatically with customers.
- **Big Data Analytics:** Methods of processing big data to determine trends and information about customer behavior.

Research Structure

This research is organized into four main chapters as follows:

- **Chapter One:** The overall structure of the study, the introduction section, research problem, objectives, significance, limitations, key terms, and research structure.
- **Chapter Two:** The theoretical framework, addressing the concepts of artificial intelligence, modern marketing, and AI tools.
- **Chapter Three:** The empirical aspect, including the analysis of questionnaire data or a case study.
- **Chapter Four:** Results and Recommendations.
- **Chapter Two: Theoretical Framework**

Artificial Intelligence: Concept, Origin, and Development

Concept of Artificial Intelligence

Artificial intelligence (AI) can be described as a field of computer science that focuses on creating computer systems that can interact with the environment and perform tasks that would otherwise be performed by human intelligence, including learning, reasoning, understanding, decision-making, and interacting with the environment. This term was first applied by John McCarthy in the 1950s and describes it as the science and engineering of the creation of intelligent machines [4].

In a modern environment, Zhang [5] views artificial intelligence as an umbrella that includes a list of developed technologies, such as machine learning, deep learning, natural language processing (NLP), and computer vision [6]. All these technologies make systems able to analyze data, gain knowledge, and adjust to the changing situation.

Development of Artificial Intelligence

Artificial intelligence has undergone several major evolutionary stages:

- **First Stage (1950–1970):** Focused on building rule-based systems.
- **Second Stage (1980–2000):** Marked the development of artificial neural networks.
- **Third Stage (2000–2015):** Expanded the use of machine learning in everyday applications.
- **Fourth Stage (2015–2024):** The spread of new generative AI like ChatGPT and DALL·E for commercial and marketing use [7].

With the advent of big data and the proliferation of computational power, artificial intelligence (AI) is increasingly being adopted in the business world, particularly in marketing.

Artificial Intelligence Marketing: Concept and Significance

Concept of Artificial Intelligence Marketing

Artificial Intelligence Marketing (AI Marketing) involves using AI tools in marketing decision-making, customer data analysis, message and offer personalization, customer behavior prediction and automated intelligent campaign management.

It can be defined as the application of intelligent algorithms for analyzing consumer behavior and creating a marketing experience that matches individual requirements [8][9].

Significance of Artificial Intelligence Marketing

The importance of AI marketing is evident in several key areas:

1. **Enhancing Customer Experience:** Through intelligent recommendations and chatbots [10].
2. **Analyzing Consumer Behavior:** Utilizing data analytics and machine learning techniques.
3. **Increasing Marketing Campaign Efficiency:** Through intelligent automation and tools such as Google Ads AI.
4. **Enabling Faster and More Accurate Marketing Decisions:** Particularly in real-time marketing contexts.

Rust [11] notes that organizations adopting AI marketing tools have been able to improve return on investment by up to 30% compared to traditional organizations [11].

Key Artificial Intelligence Technologies in Marketing

Chatbots

Chatbots are software applications that are powered by AI to engage directly with customers to respond to questions or help them finalize their purchases. Research has revealed that up to 40 percent of customer service costs may be saved through the use of chatbots [12].

Recommendation Engines

It is applied to e-commerce platforms, including Amazon and Netflix, to offer personalized recommendations to the user based on their historical behavior, which boosts engagement and conversion rates [13].

Sentiment Analysis

The customer comments and opinions posted on social media are analyzed using natural language processing (NLP) algorithms, which identify the satisfaction levels and facilitate the companies to make corrective decisions [14].

The Relationship Between Artificial Intelligence and Consumer Behavior

Studies have found out that AI tools have a direct effect on consumer decision-making, which is both awareness to purchase decision and post-purchase. To take an example, Lemon emphasizes that AI helps to create long-term relationships with customers by offering personalized deals and shopping experience [15].

Furthermore, data analysis based on AI assists in anticipating the needs of consumers and companies can offer products and services that meet the expectations of customers.

Challenges Facing Artificial Intelligence Marketing

Despite the numerous advantages of AI in marketing, several challenges exist:

- **Privacy and Data Protection:** Some customers oppose the collection and analysis of their data without explicit consent (Martin & Murphy, 2021, p. 64).
- **High Development Costs:** Developing intelligent systems can be expensive, particularly for small and medium-sized enterprises.
- **Need for Skilled Human Resources:** Qualified personnel are required to understand and interpret AI outputs effectively.

AI Marketing in the Context of Digital Transformation

The introduction of digital transformation is a notable characteristic of the contemporary organizational context, with businesses aiming to apply technology to every dimension of organizational activities to enhance productivity and provide value addition to consumers. The concept of artificial intelligence has become a strategic resource that is moving marketing towards intelligent customer personalization, data-driven decisions, and real-time customer engagement.

Jarek and Mazurek underline the fact that artificial intelligence is a major force that can be used to turn the traditional marketing operations into smarter and more dynamic digital ones. AI allows analyzing customer data in online channels, forecasts customer behavior, and tailors marketing messages according to the needs of each person.

Moreover, Nguyen et al. point out that the interplay between AI and digital transformation has seen the creation of the so-called adaptive marketing systems, which can change their marketing approaches in real-time, depending on the market and customer data.

Methods

This research is based on descriptive-analytical research. To obtain the desired measurement of opinions and attitudes of consumers on the use of artificial intelligence tools in marketing, a questionnaire was developed and administered to a sample of consumers. The tool was designed with reference to the recent literature.

Research Instrument (Questionnaire)

The questionnaire consists of the following dimensions:

Dimension	Description
Dimension One	Demographic Information (Gender, Age, Educational Level, Country)
Dimension Two	Respondent's Awareness of Artificial Intelligence Tools in Marketing
Dimension Three	Use of Artificial Intelligence Tools (e.g., Chatbots, Recommendation Engines)
Dimension Four	Impact of Artificial Intelligence Use on Consumer Satisfaction
Dimension Five	Impact of Artificial Intelligence on Purchase Decisions and Consumer Loyalty

Demographic Changes

Table 1. Frequency Distribution and Percentages of the Demographic Characteristics of the Study Sample (n = 60)

Variable	Category	Frequency	Percentage (%)
Gender	Male	29	48.33
	Female	31	51.67
Age	Under 20	10	16.67
	21 – 30	22	36.67
	31 – 40	11	18.33
	Over 40	17	28.33
Educational Level	Secondary or Below	12	20.00
	Diploma	13	21.67
	Bachelor's Degree	19	31.67
	Postgraduate Studies	16	26.67
Country	Iraq	16	26.67
	Saudi Arabia	15	25.00
	Egypt	14	23.33
	United Arab Emirates	15	25.00

The table shows the overall features of the used sample of the study (60 people) and their distribution by gender, age, educational level and country.

First: Gender

- The proportion of males and females in the sample was quite equal with males (48.33) and females (51.67).
- It indicates that the sample was relatively well-balanced and this adds to the objectivity of data analysis and prevention of prejudice on a specific gender.

Second: Age

- The largest proportion of the sample fell within the 21–30 age group, accounting for 36.67%, followed by those over 40 years old at 28.33%.
- The “under 20” and “31–40” age groups accounted for 16.67% and 18.33%, respectively.
- This suggests that the majority of the sample consists of young adults and adults, who are the most active groups in interacting with AI tools in marketing.

Third: Educational Level

- The top percentage was felt to be in the category of the Bachelor Degree (31.67) and thereafter Postgraduate Studies (26.67).
- Diploma and Secondary or Below were 21.67% and 20.00 respectively.

- This indicates that the sample was relatively well educated and their responses are likely to be valid as far as knowledge and application of AI are concerned.

Fourth: Country

- The sample was spread across four Arab countries: Iraq (26.67%), Saudi Arabia (25.00%), UAE (25.00%) and Egypt (23.33%).
- This distribution is suitable and adequate, and provides some geographic diversity and generalizability in the scope of the study.

Results and Discussion

Descriptive Analysis of the Study Variables

Descriptive measures will be extracted for each of the study's variables.

Table 2. Descriptive Analysis of the Knowledge Dimension of Artificial Intelligence Tools
(n = 60)

Question Number	Item Text	Mean	Standard Deviation	Relative Importance	Rank
1	I am familiar with the general concept of artificial intelligence	4.10	0.84	%82.0	1
2	I am aware that companies use artificial intelligence in marketing	3.93	0.80	%78.6	2
3	I have read or heard about chatbots	3.47	1.08	%69.4	4
4	I have an understanding of AI-based personalized advertising	3.53	1.19	%70.6	3

Analysis and Interpretation

- The first one was the one that had the highest mean (4.10) and relative importance (82%), which means that the majority of the participants possess a good overall understanding of the concept of artificial intelligence.
- Then, the second item (3.93, 78.6) indicates the high level of awareness of the application of AI in marketing by companies, which might mean that the respondents are aware of the practical importance of the technologies.
- The third and fourth questions received lower scores on mean and relative importance, specifically chatbot question (3.47, 69.4%), which shows that the detailed knowledge of AI marketing tools is still relatively low among certain respondents.
- The standard deviations of items three and four are higher, as it can be assumed that the participants are more familiar with practical implementation of AI, which implies that the sources of their knowledge or the practice with the respective tools can be different.

Table 3. Descriptive Analysis of the Use of Artificial Intelligence Tools Dimension (n = 60)

Question Number	Item Text	Mean	Standard Deviation	Relative Importance (%)	Rank
1	I have interacted with chatbots on websites	3.72	1.09	74.4%	1
2	I sometimes make purchases based on personalized recommendations	3.58	1.20	71.6%	2
3	I notice that advertising content changes based on my interests	3.22	1.33	64.4%	4
4	I prefer companies that use artificial intelligence to provide faster service	3.42	1.27	68.4%	3

Analysis and Interpretation

This dimension aims to measure the extent to which participants use artificial intelligence tools when interacting with marketing activities.

- The item with the highest importance (74.4) and average of 3.72 was the first item, which implies that the majority of the respondents have hands-on experience when it comes to dealing with chatbots on the websites.
- The second item also reflected the level of usage that was acceptable (3.58, 71.6%), which indicates that the smart recommendation is starting to make an impact on the purchasing decisions of users.
- The third and fourth items have a lower relative importance (64.4% and 68.4%), which can be explained by the fact that not all participants were able to notice shifts in advertising content clearly or did not directly relate them to artificial intelligence.
- The standard deviations are quite high (between 1.09 and 1.33) which means that there is a clear variability of actual usage which reflects different experiences and awareness of the participants with these marketing tools.

Table 4. Descriptive Analysis of the Consumer Satisfaction Dimension with Artificial Intelligence Tools (n = 60)

Question Number	Item Text	Mean	Standard Deviation	Relative Importance (%)	Ordering
1	AI tools make my shopping experience easier.	3.90	0.83	78.0%	2

2	Chatbots provide me with quick and effective answers.	3.87	0.83	77.4%	3
3	I feel satisfied when I receive recommendations that match my preferences.	4.02	0.78	80.4%	1
4	Artificial intelligence makes me feel that the company cares about me.	3.33	1.14	66.6%	4

This dimension is used to gauge how much consumers are satisfied with how the companies use the artificial intelligence tools in their marketing activities, be it in the interaction or recommendations or in enhancing the user experience.

- The third item was the most satisfied (4.02) and the relative importance of the item was also the highest (80.4), meaning that recommendation personalization can influence consumer satisfaction significantly.
- The former and the latter have nearly identical scores (3.90 and 3.87), and it seems that the application of artificial intelligence to simplify the shopping process and support the shopping experience with chatbots is one of the factors with the most positive effects on customer satisfaction.
- The fourth item was characterized by the lowest mean (3.33) and relative importance (66.6%), which means that the emotional dimension related to the perception of the feeling of being taken care of by the company is not yet vividly experienced by consumers, even though the technology is actually used.
- The values of standard deviation are relatively low (0.78-0.83) and indicate that there is overall agreement of the participants on the subject of satisfaction, except the fourth item which exhibited a high standard deviation (1.14).

Table 5. Descriptive Analysis of the Impact of Artificial Intelligence on Purchase Decisions and Consumer Loyalty (n = 60)

Question number	Item text	Mean	Standard deviation	Relative importance (%)	Rank
1	Companies' use of artificial intelligence encourages me to make purchases from them.	3.90	0.82	78.0%	2
2	I tend to return to companies that provide a smart shopping experience.	3.97	0.72	79.4%	1
3	Smart recommendations influence my purchasing decisions.	3.58	1.09	71.6%	4

4	I have become more loyal to brands that use AI tools effectively.	3.68	1.01	73.6%	3
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This dimension looks at how far the concept of artificial intelligence in marketing activities influence consumer behavior in their purchasing behaviors as well as their long-term brand loyalty.

- The second item was the first (3.97, 79.4%), which means that a smart shopping experience motivates consumers to come back and communicate with the same company repeatedly which is one of the primary signs of loyalty.
- The first one (3.90, 78.0) goes in line with the same hypothesis because consumers believe that the application of artificial intelligence by the company encourages them to shop.
- The third and fourth items gave smaller scores, and the relative importance of them was 71.6% and 73.6% in the first and the second place, respectively, which indicates that the direct influence of recommendations on purchase decisions is rather weak in comparison to the overall impact of the user experience.
- Standard deviations are 0.72-1.09, which demonstrates a relative agreement in opinions on the topic of loyalty and the degree of engagement, and the perception of the effect of the recommendations on buying decisions is more varied.

Table 6. Descriptive Analysis of the Trust and Social Acceptance Dimension of Artificial Intelligence (n = 60)

Question number	Item text	Mean	Standard deviation	Relative importance (%)	Rank
1	I trust the recommendations provided by artificial intelligence.	3.82	0.79	76.4%	1
2	I believe that artificial intelligence does not threaten my privacy as a consumer.	3.10	1.22	62.0%	4
3	I accept the use of artificial intelligence in marketing areas.	3.67	0.86	73.4%	2
4	I feel comfortable with companies interacting with me through artificial intelligence.	3.43	0.98	68.6%	3

- The findings indicate that the trust of the participants in the artificial intelligence tools is quite high, especially in the case of recommendations (76.4%).

- Privacy issues are also still present, as with the second item, which had the lowest relative importance (62%).
- The general acceptance of AI in marketing (73.4%), which might not be felt by everyone to the same extent, is reflected by the fourth item.

Correlation coefficient values

Table 7. Pearson Correlation Matrix Between the Questionnaire Dimensions (n = 60)

Dimensions	Knowledge	Usage	Satisfaction	Loyalty
Knowledge	1.000	0.836	0.714	0.665
Usage	0.836	1.000	0.897	0.834
Satisfaction	0.714	0.897	1.000	0.908
Loyalty	0.665	0.834	0.908	1.000

The findings of the Pearson correlation coefficients indicate that there are positive and strong relationships between all the study dimensions that make logical sense with the theoretical framework, which assumes that:

The knowledge of the artificial intelligence tools will translate to higher usage and hence more customer satisfaction and therefore increase brand loyalty.

1. **Correlation between Knowledge and Usage (r = 0.836)**
This is a very high degree of relationship which means that the more the participants understand AI tools, the more they can use them in their marketing experiences. This establishes that awareness about the digital data is important in inspiring the engagement with contemporary technologies.
2. **Correlation between Usage and Satisfaction (r = 0.897)**
One of the strongest relationships, which indicates that the more people use AI technologies (chatbots and smart suggestions), the more they are satisfied with the shopping process. The finding is consistent with the current body of marketing literature, which highlights that the intelligent use of technology will increase the quality of service and customer experience.
3. **Correlation between Satisfaction and Loyalty (r = 0.908)**
The relationship that is the strongest in the table, which means that the high level of satisfaction with smart services directly correlates with the increased loyalty of the consumers to the brand. This result is central and confirms a large number of marketing theories, including the Satisfaction–Loyalty–Profit Chain.
4. **Correlation between Usage and Loyalty (r = 0.834)**
Inferred that the regular use of AI tools has a close direct relationship with customer loyalty, regardless of customer satisfaction, implying that intelligent interaction can develop a superior level of attachment between the customer and the brand.
5. **Correlation between Knowledge and Satisfaction (r = 0.714)**
Satisfaction is closely linked with good knowledge, which means that consumers, the more they know how these technologies should be used, the more comfortable they become.

6. Correlation between Knowledge and Loyalty ($r = 0.665$)

A highly positive correlation, albeit comparatively lower than the rest of the correlations, indicating that knowledge is not enough to create loyalty on its own, but a fulfilling usage experience is also necessary.

Conclusion

Theoretical Level:

- a. AI is seen as one of the most important trends of the modern age that have revolutionized the way people are marketing, particularly in terms of data analysis, personalizing ads, smart suggestions and chatbots with customers.
- b. Consumer experience can be greatly enhanced with AI, through real-time personalization and intelligent interaction, enhancing marketing performance.
- c. Some of the essential tools that form part of marketing in the digital age are 3) Chatbots, Recommendation Engines and Sentiment Analysis.

Second: Survey and Analysis Results Level:

1. The sample ($n = 60$) had a high awareness of AI tools, and a medium to high usage of them.
2. The results indicated that participants were very satisfied with the use of AI tools, especially in the area of shopping assistance and suggesting suitable recommendations.
3. The findings of the loyalty dimension showed that the use of artificial intelligence improves the repeat purchase decision and brand loyalty.
4. The results of the correlation coefficient showed that there were strong positive relationships between the four dimensions (knowledge, usage, satisfaction and loyalty) that supported the hypothesis that interaction with intelligent tools can create consumer satisfaction and loyalty.

Second: Recommendations

Recommendations for Marketing Organizations:

- a. Invest in AI technologies (recommendation system, predictive analytics and chatbots) as they directly affect customer satisfaction and loyalty.
- b. Emphasize making AI interfaces user-friendly so that the end-users have a positive interaction, particularly in a community with low level of technical expertise.
- c. Create more transparency and trust around the use of AI tools to reduce consumers' concerns over privacy and automated control.

Recommendations for Practitioners and Researchers:

1. Foster the ethical use of AI, urging AI practitioners to make the best of what humans bring to the field of marketing communication.
2. The need to conduct further applied research on additional samples and industries (such as education, healthcare and e-commerce) to test the effectiveness of marketing AI tools is recommended.
3. Design quantitative research that goes beyond simple effects to account for the influence of intervening variables (e.g., trust, user experience, multiple regression, and/or causal modeling).

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