Study on the Impact of Artifical Intelligence Apps for Branding & Marketing in Digital Marketing

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ABSTRACT:

This research explores the transformative impact of Artificial Intelligence (AI) tools and applications on branding and marketing practices within the digital marketing domain. The study evaluates how AI-powered technologies—such as chatbots, recommendation engines, predictive analytics, and automation platforms—are enhancing consumer engagement, enabling personalized campaigns, and redefining brand communication strategies. Conducted at B'Skale Solutionz, a digital marketing firm, the research utilized both primary data (collected via surveys and interviews) and secondary sources (industry reports, books, and academic literature). Findings indicate a growing acceptance and effectiveness of AI in driving customer interaction, campaign optimization, and brand visibility. Despite the many benefits, challenges such as data privacy, ethical concerns, and dependency on technology were also identified. The study concludes that while AI is not a replacement for human creativity and strategy, it is an indispensable asset for modern digital marketing efforts

KEYWORDS: Artificial Intelligence, Digital Marketing, Branding, Chatbots,

Abstract

The spontaneous advancement of Artificial Intelligence (AI) has brought significant changes to the digital marketing landscape, with AI-powered apps becoming integral to the enhancement of branding and marketing strategies. This project examines the influence of AI tools and platforms in digital marketing industry, focusing particularly on how businesses utilize these new gen technologies to develop personalized customer experiences, optimize campaigns, and enhance brand positioning for the marketing aspects of a company.

Artificial Intelligence is no longer merely a futuristic concept but has become an integral part of digital marketing industries. Companies are increasingly indulging with AI to analyse extensive datasets, understand target audiences, checking errors and plagiarisms, comprehend consumer preferences, and forecast developments and reports. AI-powered tools like predictive analytics engines, and automated content creation systems, allows marketers to develop targeted campaigns that resonate profoundly with customers and audiences. This approach not only enhances engagement but also significantly elevates conversion rates in marketing.

AI also enables real-time decision-making. For instance, dynamic ad placements, automated bidding in advertising, and personalized email campaigns are all made possible by AI algorithms that learn and adapt as per the previous reports generated and pricing budget that are placed. These innovations give marketers

a competitive edge in a crowded digital space, helping brands cut through the noise and deliver value to their audiences.

Moreover, the capability of artificial intelligence to process and learn from data ensures that branding strategies are continually advancing to its best. Brands can now uphold a consistent identity across various digital platforms while customizing their ads for individual users. This degree of personalization creates stronger emotional connections between brands and consumers, which is essential for long-term loyalty and sales.

The project delves into the challenges and limitations of AI in digital marketing. While the benefits are clear, issues such as data privacy, ethical considerations, high implementation costs, flooding market, and dependency on technology cannot be overlooked. These concerns must be addressed to ensure responsible and sustainable use of AI in marketing practices.

In conclusion, this study aims to offer a comprehensive understanding of how AI is shaping the future of branding and marketing in the digital age. With expert insights, the project provides a well-rounded perspective on the role of AI as not just a technological tool, but a strategic asset for businesses looking to grow and innovate in the digital era.

CHAPTER 1
INTRODUCTION
1.1 INTRODUCTION

Of all a company's functions, marketing has perhaps the most to gain from artificial intelligence. Marketing's core activities are branding, understanding customer needs, building trust within the customer circles, matching them to products and services, and persuading people to buy — capabilities that AI can dramatically enhance. No wonder a 2018 McKinsey analysis of more than 400 advanced use cases showed that marketing was the domain where AI would contribute the greatest value.

An August 2019 survey by the American Marketing Association revealed that implementation of AI had jumped 27% in the previous year and a half. And a 2020 Deloitte global survey of early AI adopters showed that three of the top five AI objectives were marketing-oriented: enhancing existing products and services, creating new products and services, and enhancing relationships with customers.

While AI has made inroads in marketing, we expect it to take on larger and larger roles across the function in the coming years. Given the technology's enormous potential, it's crucial for companies to understand the types of marketing AI applications available today and how they may evolve.

Many firms now use AI to handle narrow tasks, such as digital ad placement (also known as "programmatic buying"); assist with broad tasks, like enhancing the accuracy of predictions (think sales forecasts); and augment human efforts in structured tasks, such as customer service. Firms also employ AI at every stage of the customer journey. When potential customers are in the "consideration" phase and researching a product, AI will target ads at them and can help guide their search. Using this technology of algorithm syncing in advertising platforms like Meta and Google Ads, helps to determine which customers are most likely to be persuadable and, on the basis of their browsing histories, choose products to show them. And AI-enabled bots can help marketers understand customers' needs, increase their engagement in a search, nudge them in a desired direction (say, to a specific web page), and if needed, connect them to a human sales agent by chat, phone, video, or even "co-browsing".

Artificial intelligence offers great opportunities for marketers to be more effective and personalized. This means customers get relevant content that can be triggered by actions on a site, an ad, or a branded

message. But AI doesn't replace the roles and efforts of humans! It is a technology that complements and enhances those, but it requires human skills to use it effectively.

"There's still a huge need for human writers for human creativity, for human thought and strategy and to come to these models with our own objectives and our own ideas," said Kerry Harrison, AI educator and copywriter.

This study aims to offer a comprehensive understanding of how AI is shaping the future of branding and marketing in the digital age. With expert insights, the project provides a well-rounded perspective on the role of AI as not just a technological tool, but a strategic asset for businesses looking to grow and innovate in the digital era.

1.2 STATEMENT OF THE PROBLEM

Adoption and usage of Artificial Intelligence in the modern marketing technology is crucial and this project mentions the importance and impact of artificial intelligence tools and apps in the digital marketing spectrum.

1.3 OBJECTIVES OF THE STUDY

The primary objective of this project is to study the impact of artificial intelligence tools in the digital marketing and how that enhances the marketing strategies and brings conversions by targeting the right audiences at B'Skale Solutionz.

- To study the impact of AI tools in digital advertising.
- To study the impact of AI generated strategies within the audience segment and the acceptance.
- To Study the impact of AI generated marketing techniques with the companies indulged in digital marketing (Clients of B'Skale Solutionz)

1.4 NEED AND SCOPE OF STUDY

Technology has been growing in every industry and the right use and implementation of technologies makes you stand out in the competitive market. In the era where all companies are competing each other with innovative strategies and tools, the only way to thrive is by implementing the latest technologies available in the market.

In case of digital marketing, everything from graphic designing to creating optimized marketing campaigns and reports has enabled the implementation of Artificial Intelligence tools and apps. In this competitive market, it is crucial to understand how AI is impacting the branding & marketing in the digital landscape.

This study attempts to access the crucial role of AI in digital marketing and how the technology is making it easier for the companies to achieve the right audience to market their services and products.

1.5 RESEARCH METHODOLOGY

Research methodology describes the research procedure which has been used in the research. Research methodology is a way to systematically solve research problem. Research methodology has many dimensions it includes the research design the sampling procedure and data collection method and analysis procedure.

1.5.1 RESEARCH DESIGN

Research design constitutes the blueprint of collection, measures and analysis of data. In specific term, a research design is the arrangement of condition for collection and analysis of data in a manner that aim to combine relevance pores with economy in procedure. Research Design used in this study were descriptive research design.

Descriptive Research Design

Descriptive Research studies are those studies, which are concerned with describing the characteristics of a particular individual, or of a group.

1.5.2 SAMPLING PROCEDURE

The various sampling procedures are –

- **Sample Method**

  Nonprobability sampling design based on convenient sampling method has been used for research study.

- **Sample Instrument**

  Questionnaire method is the sampling tool used for research. It is considered as the backbone for obtaining data during a personal interview.

- **Sample Unit**

  B'Skale Solutionz, a digital marketing company in Bangalore, India was chosen as sample unit.

- **Sample Size**

  The sample size is randomly selected 50 audiences of B'Skale Solutionz's digital landscape.

- **Sampling**

  Sampling is the process of selecting enough elements from the population. So that a study of the sample and an understanding of its properties or characteristic would make it possible as to generalize such properties or characterize to the population elements through convenience sampling.

- **Sampling Design**

  The group of individuals under study is known as the population or universe. Therefore, universe of population is the set of all items in any field of enquiry. The universe of study is a number of audiences of B'Skale Solutionz, Bangalore.

1.5.3 PERIOD OF STUDY

The period of study of the project **"Study On The Impact Of Artificial Intelligence Apps For Branding & Marketing In Digital Marketing"** was for 1 month from February 2025 to March 2025.

1.6 SIGNIFICANCE OF THE STUDY

The study focuses on the implementation of AI in digital marketing and how that impacts the brands being marketed. The study is targeted to the audience who reacts to certain advertisements that involves the use of AI tools and apps to optimize the marketing materials and strategies. This shows the impact of using AI tools to interact with the right target audience for specific products and services.

1.7 SOURCE OF DATA COLLECTION

The Quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. They produce results that are easy to summarize, compare, and generalize. The method of data collection includes two type of study, such as primary data and secondary data.

1.7.1 PRIMARY DATA COLLECTION METHODS

Primary data is received from first hand sources such as: direct observation, interview, survey, and questionnaire etc. On the other hand, secondary data is received from secondary sources such as: printed material and published material etc. Here, we will only discuss the primary sources of data collection.

1.7.1.1 METHODS OF PRIMARY DATA COLLECTION

- **Observation Method**

This is a method of primary data collection in which researchers collect data based on their personal observation. For-example if a researcher wants to collect data about the employee's job satisfaction in any organization. For this purpose, researcher will interact with employees to observe their behaviour in order to assess their job satisfaction. Take another example, suppose in case of textile industry, investigator wants to identify job satisfaction of machine operators and different workers; he/she would select the respondents through random sampling.

- **Personal Interview**

This is a method of primary data collection in which questionnaire is used as a data collection tool. Several interviewers are sent to the respondents with interview questionnaire under the guidance of research in defined interview environment. It is described in terms of time, place and numerous other factors which have influence over interviewees. Personal interviews are categorized into self-administered questionnaires; door-to-door interview, mall intercept surveys, executive interview and purchase intercept technique.

- **Telephone Interview Schedule**

This is one of the most significant primary data collection methods. The significant features of the telephone interview are: selecting telephone numbers, call timing, call outcomes and call report. Telephone interview is known as dominant and cost-effective method because of the following reasons:

- Higher chance to reach the respondents at any place (geography).
- Saving travel time and cost.
- Low overall interview conducting time of sample as compared to other methods Higher chances of random selection of units among the population having telephone connections.

- **Mail Survey**

Mail survey is a primary data collection method in which questionnaire is used as a data collection tool. In mail survey, researchers mail questionnaires to the respondents. The respondents then fill the questionnaire and return at their convenience. Some of the important advantages of using mail survey for data collection are given below:

- Less time and cost of data collection.
- Greater population coverage.
- Absence of the interview's bias.

Reaching out to the audiences was easy for this study. The methods I have used to attain the information from the audience is mainly mail survey. Moreover, to get a wider understanding of the implementation of the technologies and its real impact, I have had multiple personal interviews with the managers of digital marketing department of the company, B'Skale Solutionz. These analysis and methodologies helped me get a deeper understanding of the study.

1.7.2 SECONDARY DATA COLLECTION METHODS

The secondary data are readily available from the other sources and as such, there are no specific collection methods. The researcher can obtain data from the sources both internal and external to the organization.

1.7.2.1 Internal Sources:

- Sales Report
- Financial Statements

- Customer details, like name, age, contact details, etc.
- Company information
- Reports and feedback from a dealer, retailer, and distributor
- Management information system

1.7.2.2 External Sources:

- Government censuses, like the population census, agriculture census, etc.
- Information from other government departments, like social security, tax records, etc.
- Business journals
- Social Books
- Business magazines
- Libraries
- Internet, where wide knowledge about different areas is easily available.

In the study, secondary data was much helpful to analysis about the company and people opinion about the company. Specially this secondary data helped me to find marketing report of the company in past years and analysis the problem faced by the organization.

1.8 TOOLS USED FOR STUDY

To have this study done, various surveys were conducted. The various data collected are from primary and secondary source through the questionnaires. I had extensively researched on the contents in books, journals, old reports and annual report for my study. Personal interview was helpful to understand the case in a wider perspective and was able to analyse the real time impact of the implementation od AI. Both mail survey and personal interviews were helpful for me to collect the data and information.

1.9 LIMITATIONS OF THE STUDY

- The study conducted may have information given from the audiences.
- The information obtained or the collection of data is limited.
- The geographical limit of the study was not bound to any specific regions.
- The time given to collect the sample was limited.
- The information was not filled properly by the respondents.

CHAPTER 2
REVIEW OF RELATED LITERATURE
2.1 REVIEW OF THE RELATED LITERATURE

Artificial Intelligence tools and apps have a great impact in the marketing industry and digital marketing perfectly utilizes these tools to identify the perfect marketing strategies. To understand this better, I had to refer multiple contents available in internet, journals, and books for my study on this topic. Each of these literature reviews has provided me a wider view on this subject and I'm laying out the literatures I have reviewed during my study here for your reference –

2.1.1 Chaffey, D. (2020) – Digital Marketing: Strategy, Implementation and Practice

This book explores how digital technologies, including AI, are transforming marketing strategies. It highlights how AI-driven personalization and targeting are central to branding success in the digital age.

2.1.2 Kotler, P., Kartajaya, H., & Setiawan, I. (2017) – Marketing 4.0: Moving from Traditional to Digital

The authors discuss how AI is helping marketers move from mass marketing to hyper-personalization, creating meaningful digital interactions with consumers.

2.1.3 Davenport, T.H., & Ronanki, R. (2018) – Artificial Intelligence for the Real World, HBR

This paper outlines how companies use AI for personalization, automation, and real-time decision-making in marketing, leading to enhanced branding effectiveness.

2.1.4 Kumar, V., & Petersen, A. (2021) – Role of AI in Customer Engagement

It discusses how AI tools improve customer engagement through chatbots, recommendation engines, and predictive analytics, directly impacting brand loyalty.

2.1.5 Bala, M., & Verma, D. (2018) – A Critical Review of Digital Marketing

The study discusses the rising role of AI-powered tools like sentiment analysis and chatbots in the digital marketing sphere, showing their contribution to customer satisfaction and brand trust.

2.1.6 Jarek, K., & Mazurek, G. (2019) – Marketing and Artificial Intelligence

This article investigates AI applications such as automated content generation and personalization, which help companies stand out in the crowded digital space.

2.1.7 Kietzmann, J., Paschen, J., & Treen, E. (2018) – Artificial Intelligence in Advertising

The paper highlights how AI is revolutionizing ad creation, targeting, and placement, enabling more relevant and effective brand communication.

2.1.8 Mishra, A., & Singh, A. (2020) – Impact of AI on Consumer Behavior in Online Shopping

It reviews how AI algorithms affect decision-making by analyzing consumer behavior, ultimately influencing brand preference and conversions.

2.1.9 Lee, I. (2018) – The Impact of AI on E-Commerce and Digital Marketing

AI's integration into e-commerce platforms has allowed for highly personalized shopping experiences, enhancing customer satisfaction and brand loyalty.

2.1.10 IBM Watson Marketing (2019) – AI and the Future of Marketing

An industry report on how AI is reshaping digital marketing through automated campaign management, dynamic content creation, and audience insights.

2.1.11 Solomon, M. R. (2020) – Consumer Behavior: Buying, Having, and Being

This book explores how AI tools influence consumer psychology, highlighting the use of AI in personalized experiences that improve brand perception and loyalty.

2.1.12 Rust, R. T., & Huang, M. H. (2021) – The AI Marketing Canvas

The authors outline a framework for marketers to integrate AI, showing how it can drive innovation in customer experience, product design, and branding.

2.1.13 Batra, R., & Keller, K. L. (2016) – Integrating Marketing Communications: New Findings, New Lessons, and New Ideas

The paper shows how AI helps unify brand messaging across digital platforms using consistent and adaptive content strategies.

2.1.14 Zhang, Y., & Pennacchiotti, M. (2013) – Predicting Purchase Behaviors from Social Media Posts

This study explains how AI can process social media data to predict consumer intent and behavior, allowing brands to tailor their marketing approaches more effectively.

2.1.15 McKinsey & Company (2017) – How AI Boosts Marketing Performance

This report reveals that businesses using AI in digital marketing see up to 30% higher ROI due to smarter campaign targeting and consumer insights.

2.1.16 Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021) – AI in Digital Marketing: A Review and Research Agenda

A comprehensive review of academic literature outlining current trends, challenges, and the future of AI applications in digital branding and marketing.

2.1.17 IBM Institute for Business Value (2020) – AI Powered Marketing for a Smarter Future

The study highlights the role of machine learning in enhancing customer journeys and building brand equity through predictive personalization.

2.1.18 Paschen, J., Pitt, L., & Kietzmann, J. (2020) – Artificial Intelligence and the Creativity-Performance Paradox in Marketing

The paper evaluates how AI-generated content boosts performance metrics but also raises concerns about creativity and authenticity in branding.

2.1.19 Salesforce (2021) – State of Marketing Report

Salesforce reveals that 84% of marketers use AI tools for content personalization, email targeting, and customer journey mapping—boosting brand engagement.

2.1.20 Duan, Y., Edwards, J. S., & Dwivedi, Y. K. (2019) – Artificial Intelligence for Decision Making in Marketing

Explores how AI supports strategic marketing decisions through data analysis, segmentation, and competitive benchmarking.

2.1.21 Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014) – Digital marketing and social media: Why bother?

This study discusses how AI tools integrated with digital and social platforms help brands build better engagement, increase visibility, and reach target markets more efficiently.

2.1.22 Luger, G. F. (2005) – Artificial Intelligence: Structures and Strategies for Complex Problem Solving

While broader in scope, this book offers foundational insight into how AI structures work, providing a backdrop to understanding marketing applications like recommendation engines and predictive modelling.

2.1.23 Kaplan, A., & Haenlein, M. (2019) – Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of AI

The authors explore AI from a branding perspective, showing how smart assistants and AI interfaces influence brand perceptions and customer trust.

2.1.24 Li, H., & Kannan, P. K. (2014) – Attributing conversions in a multichannel online marketing environment: An empirical model and a field experiment

This study shows how AI helps brands evaluate marketing effectiveness across channels, enabling strategic budget allocations and performance measurement for brand campaigns.

2.1.25 Gentsch, P. (2019) – AI in Marketing, Sales and Service: How Marketers Without a Data Science Degree Can Use AI, Big Data and Bots

A hands-on guide demonstrating how marketers use AI-powered tools—chatbots, analytics platforms, and smart CRMs—to enhance branding and lead nurturing without needing deep tech knowledge.

2.1.26 Kumar, V., & Reinartz, W. (2018) – Customer Relationship Management: Concept, Strategy, and Tools

This book discusses the role of AI in CRM, emphasizing how AI helps marketers retain customers through personalized branding and communications strategies.

2.1.27 Siau, K., & Yang, Y. (2017) – Impact of Artificial Intelligence, Robotics, and Automation on Marketing

An overview of how AI and automation tools are changing the face of marketing, including impacts on brand identity, campaign execution, and consumer interaction.

These literatures have guided me in understand the right utilisation and the impact of AI in the digital marketing spectrum. They helped with my study in understanding how the audiences react to these marketing strategies and how AI has provided an advancement to the strategy builds of any marketing proposals.

CHAPTER 3
PROFILE OF THE INDUSTRY AND COMPANY
3.1 INDUSTRY PROFILE

Digital marketing effectively began in 1990 when the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computers was already large enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list brokers. Databases allowed companies to track customers' information more effectively, transforming the relationship between buyer and seller.

In the 1990s, the term digital marketing was coined. The first clickable banner ad, the "You Will" campaign by AT&T, went live in 1994, and over the first four months, 44% of all people who saw it clicked on the ad. Early digital marketing efforts focused on simple HTML websites and the burgeoning practice of email marketing, which allowed for direct communication with consumers.

In the 2000s, with increasing numbers of Internet users and the birth of the iPhone, customers began searching for products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers still needed to register their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development. At the same time, PPC advertising introduced by Google AdWords in 2000, allowed businesses to target specific keywords, making digital marketing more measurable and cost-effective.

The mid-2000s saw the emergence of social media platforms like Facebook (2004), YouTube (2005), and Twitter (2006). These platforms revolutionized digital marketing by facilitating direct and interactive engagement with consumers. In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes. Marketing automation helps companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers., based on their specific activities. In this way, users' activity triggers a personal message that is customized to the user in their preferred platform. However, despite the benefits of marketing automation many companies are struggling to adapt it to their everyday uses correctly.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube, and Twitter, consumers became highly dependent on digital electronics in their daily lives. Therefore, they expected a seamless user experience across different

channels for searching product information. The change in customer behaviour improved the diversification of marketing technology.

Unlike traditional marketing techniques, which involve direct, one-way messaging to consumers via print, television, and radio advertising, nonlinear digital marketing strategies are centred on reaching prospective customers across multiple online channels.

The digital marketing market size is projected to grow from $446.5 billion in 2024 to $1,501 billion by 2035, representing a CAGR of 11.66% during the forecast period 2024-2035. The new research study consists of industry trends, detailed market analysis, key market trends of the digital marketing market, SWOT analysis and value chain analysis.

Digital marketing has changed the business world and their means to connect with customers through digital technology. Thus, digital marketing market powering the future business growth through efficiency and innovation. It utilizes various platforms to promote a product or service, bring awareness about a brand and attracting more customers, such as using websites, social media management, search engines, email marketing and mobile applications. One of the major advantages of digital marketing is wide targeted audience can be reached cost-effectively and measurably. Other advantages include global reach, personalisation promotions, increase customer loyalty and engage customers on daily bases. Furthermore, digital marketing includes various engaging tactics, including search engine optimization, content marketing, social media marketing, influencer marketing and mobile marketing. It is worth noting that essentialness of digital marking is on surge due to rapid penetration of internet, mobile phones and technologies. Interestingly, more than 5 billion people use internet across the world in 2024.

The digital marketing market is emerging as a critical component in the global shift towards innovation and digital advancement to reach large number of potential customers. Artificial intelligence and machine learning has played a pivotal role in unlocking its full potential, which improves personalization capabilities. Additionally, chatbots and AI assistants have also gained attraction as companies are focusing on automation, instant customer support and enhanced customer experience. Consequently, with continuous technological advancements, as the demand for wide customer reach continues to grow, the digital marketing market is anticipated to witness noteworthy growth during this forecast period.

The India digital marketing market size was around USD 5.15 Billion in 2024. The market is estimated to grow at a CAGR of 30.20% during 2025-2034 to reach a value of USD 72.10 Billion by 2034.

3.2 COMPANY PROFILE
3.2.1 ABOUT B'SKALE SOLUTIONZ

B'Skale Solutionz is a Digital Marketing & IT company located in Bangalore, India, with its branches located at United Arab Emirates and United Kingdom. The company was established in the beginning of 2024 with zero investment. The marketing strategies led out by the founders of the company saw a rapid growth developing in the industry in the competitive market. During the second half of 2024, they expanded their company in Dubai and then grabbed their place in London within another 2 months.

Not only did the company expand in terms of their offices, but they were also able to sack their 1st Million Dollar benchmark revenue within a period of 8 months from the establishment. The company has specialist teams for every department of IT and Digital Marketing, focusing their expertise to be exploited in the best possible way for their clients. The company has their clients from multiple regions of the world including United States of America, Canada, United Kingdom, Turkey, United Arab Emirates, Oman, India, Japan, Malaysia, and Australia.

3.2.2 COMPANY HISTORY

The company B'Skale Solutionz was established in January 2024. It is a women owned company founded by Ms. Tancy Deen Jacob at the age of 28 Yrs. She is a gem with a bright experience across industries who left her job as a Senior Marketing Manager at a MNC to start her own business. The company was founded with zero investment and a fully structured strategy of growth. The name B'Skale Solutionz refers to the solutions that the company strategize for their client for the business growth and scaling. It's not just about the revenue, but they help their clients with business consultations to overcome marketing and sales challenges. The company has spread their wings from India to multiple nations, namely, United Arab Emirates and United Kingdom.

3.2.3 COMPANY VISION

The moto of B'Skale Solutionz is "Making Business Scale". The company core policies are the major pillars that holds it together in conquering the market and makes it stand out for the clients in terms of trust. The core policies are customer centric approach, honesty, service quality, client retention approach, timely delivery, flexibility, adaptability and reporting.

The spirit of creative challenge of the company has been a driving force in leading B'Skale Solutionz to where it is today. It is the permanent key factor for B'Skale Solutionz to actively respond to change in the company's management system and seek creative and self–innovative system. The spirit of creative challenge, creates profits, are the primary objective of the company. Furthermore, the company takes responsibility for the environment and society and provide benefits to all stakeholders including customers, executives, employees, and the management.

CHAPTER 4

ANALYSIS OF THE IMPLEMETATION & IMPACT OF ARTIFICIAL INTELLIGENCE IN MARKETING SEGMENTS

4.1 DATA ANALYSIS AND INTERPRETATION OF THE IMPLEMETATION & IMPACT OF ARTIFICIAL INTELLIGENCE IN MARKETING SEGMENTS

For the data analysis and interpretation, I have drafted required questions for the audiences' responses. The method use was mail survey. The data after collection was processed and analysed in accordance with the outline laid down for the purpose at the time of developing the research plan. This helped me for the scientific study and for making contemplated comparison analysis. With the analysed data, interpretation of data explaining their significance was carefully drafted for the conclusion of the study. The interpretation of data required high degree of skill, care, judgement and objectives and is successfully laid out here.

4.1.1 DESCRIPTIVE ANALYSIS OF AGE

TABLE 4.1.1 Age of the Respondents

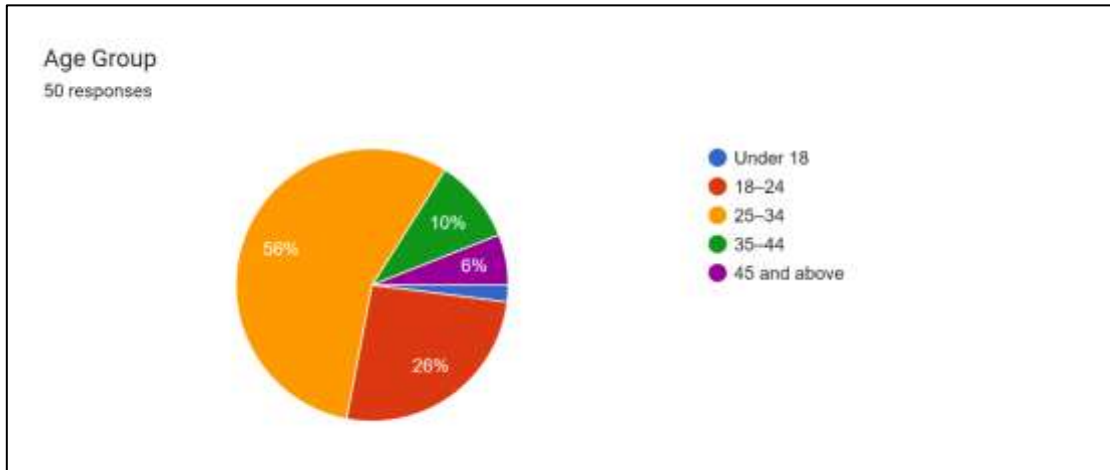| AGE GROUP	NO. OF RESPONDENTS	% OF RESPONDENTS
Under 18	1	2
18-24	13	26
25-34	28	56
35-44	5	10
45 and above	3	6
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.1 Age of the Respondents

INTERPRETATION

From the above graph, it is inferred that 2% of the respondents are below 18 yrs age group, 26% are between 18-24 years old, 56% are between 25-34 years old, 10% are between 35-44 years old, and 6% are above 45 years old.

4.1.2 DESCRIPTIVE ANALYSIS OF GENDER

TABLE 4.1.2 Gender of the Respondents

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Male	18	36
Female	32	64
Non-binary	0	0
Prefer not to say	0	0
TOTAL	**50**	

(Source: Primary Data)
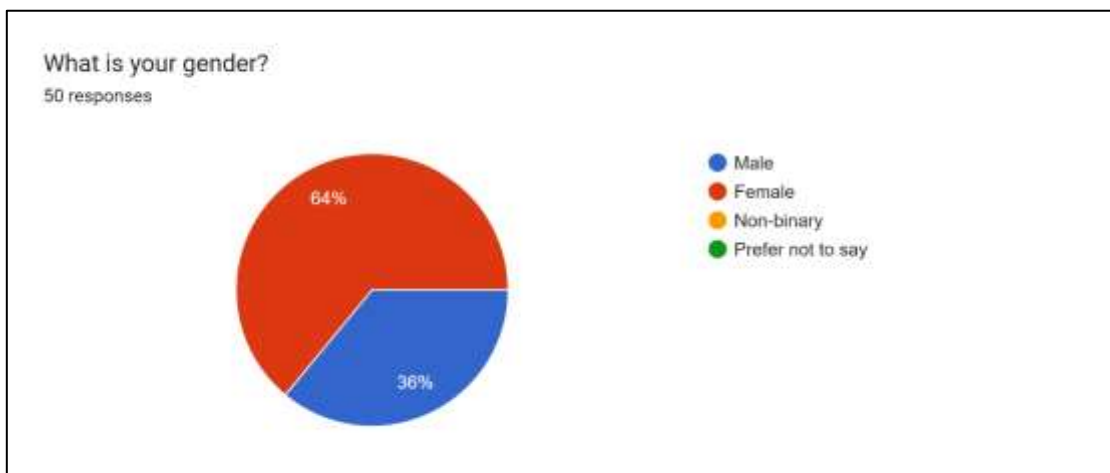
CHART 4.1.2 Gender of the Respondents

INTERPRETATION

From the above graph, it is inferred that 36% of the respondents are male and 64% of the respondents are female.

4.1.3 OCCUPATION

TABLE 4.1.3 Occupation of the Respondents

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Business Owner	2	4
Freelancer	2	4
Working Professional	23	46
Student	17	34
Other	6	12
TOTAL	**50**	

(Source: Primary Data)
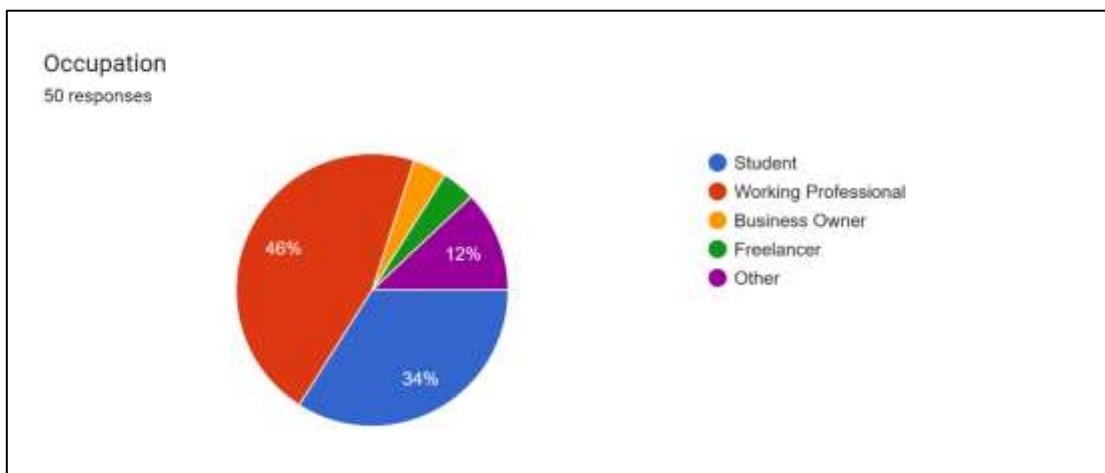
CHART 4.1.3 Occupation of the Respondents

INTERPRETATION

From the above graph, it is inferred that 2% of the respondents are business owners, 2% are freelancers, a majority of 46% of respondents are working professionals, 34% of them are students and 12% of the respondents have other non-listed category of occupations.

4.1.4 WHICH OF THE FOLLOWING BEST DESCRIBES YOUR KNOWLEDGE OF DIGITAL MARKETING?

TABLE 4.1.4 Knowledge of Digital Marketing of the Respondents

KNOWLEDGE	NO. OF RESPONDENTS	% OF RESPONDENTS
Advanced	3	6
Intermediate	11	22
Beginner	20	40
I don't know much about it	16	32
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.4 Knowledge of Digital Marketing of the Respondents

INTERPRETATION

From the above graph, it is inferred that only 6% of the respondents have advanced level of knowledge about digital marketing, 22% have intermediate level of knowledge, a majority of 40% respondents have beginner level of knowledge, and 32% of respondents don't know much about digital marketing.

4.1.5 WOULD YOU PREFER TO ENGAGE WITH ADS ON PRODUCTS OR SERVICES IN SOCIAL MEDIA PLATFORMS, FOR WHICH YOU WERE THINKING ABOUT?

TABLE 4.1.5 Preference to Engage with Ads in SM Platform

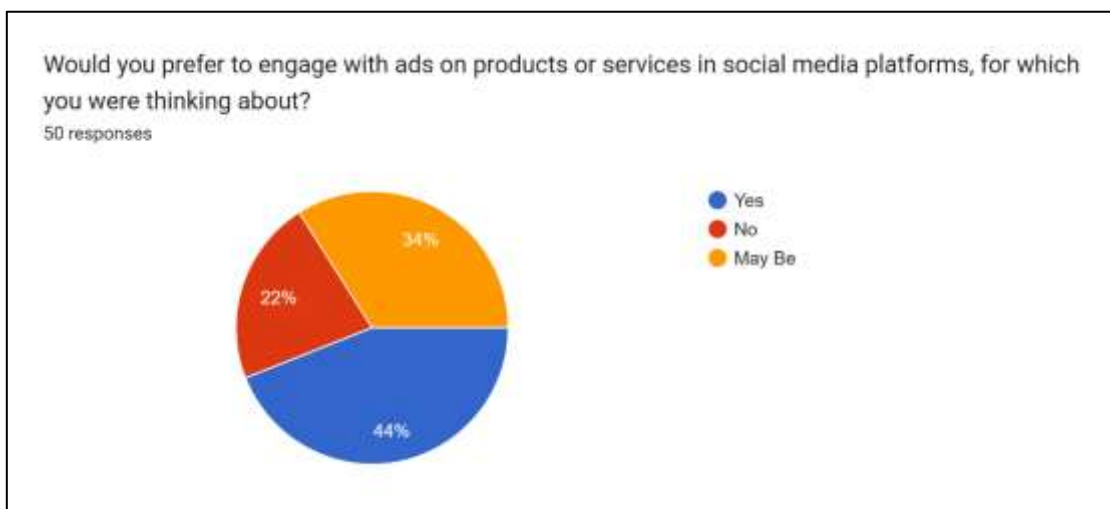| PREFERENCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	22	44
No	11	22
May be	17	34
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.5 Preference to Engage with Ads in SM Platform

INTERPRETATION

From the above graph, it is inferred that a majority of 44% of the respondents prefer to engage with ads on products or services in social media platforms, for which they were thinking about, 22% do not prefer to engage and 34% of the respondents may consider but cannot confirm that they will engage with the ads.

4.1.6 ARE YOU AWARE THAT BRANDS USE AI IN DIGITAL MARKETING?

TABLE 4.1.6 Awareness of Brands Using AI in Digital Marketing

AWARENESS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	36	72
No	5	10
I'm not sure	9	18
TOTAL	**50**	

(Source: Primary Data)
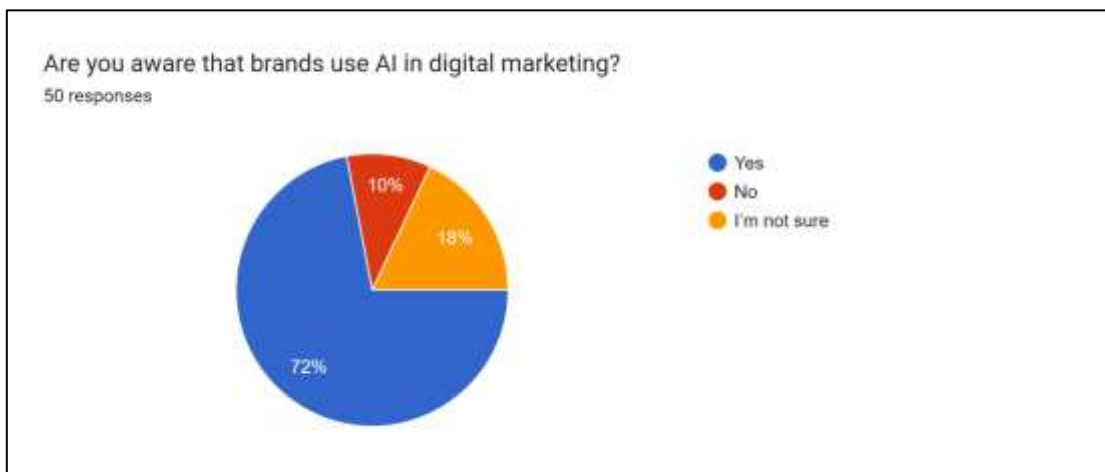
CHART 4.1.6 Awareness of Brands Using AI in Digital Marketing

INTERPRETATION

From the above graph, it is inferred that a majority of 72% respondents are aware of the usage of AI in digital marketing by brands, 10% of the respondents are not aware and 18% respondents are not sure if AI is really used in digital marketing.

4.1.7 WHICH AI-POWERED TOOLS HAVE YOU EXPERIENCED FROM A BRAND? (SELECT ALL THAT APPLY)

TABLE 4.1.7 Experience of AI tools

TOOLS	NO. OF RESPONDENTS	% OF RESPONDENTS
Chatbots	32	64
Product Recommendations	21	42
Personalized Ads	20	40
Voice Assistants	18	36

Automated Emails	17	34
None	5	10
TOTAL	**50**	

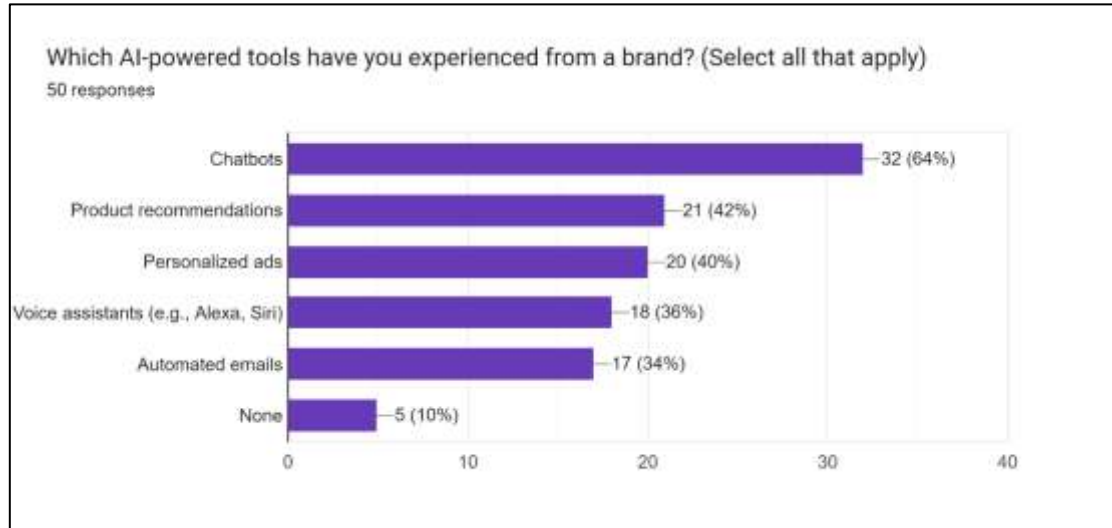**(**Source: Primary Data)

CHART 4.1.7 Experience of AI tools

INTERPRETATION

From the above graph, it is inferred that a majority of 64% respondents have experience using chatbots, 42% have experienced product recommendations, 40% have experienced personalized Ads, 36% have experienced voice assistants, 34% have experienced automated emails and a minority of only 10% respondents have experienced none of these AI tools. The respondents were allowed to select multiple tools they have experienced in this data collection.

4.1.8 HOW WOULD YOU RATE YOUR AWARENESS OF AI IN DIGITAL MARKETING?

TABLE 4.1.8 Awareness of AI in Digital Marketing

AWARENESS	NO. OF RESPONDENTS	% OF RESPONDENTS
Very familiar	11	22
Somewhat familiar	20	40
Heard of it but unsure	11	22
Not familiar at all	8	16
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.8 Awareness of AI in Digital Marketing

INTERPRETATION

From the above graph, it is inferred that 22% of the respondents are aware of AI in digital marketing, a majority of 40% respondents are somewhat familiar, 22% of respondents have heard about it but is unsure whether it is genuine, and only 16% of respondents are unaware of AI in digital marketing.

4.1.9 DO YOU FEEL AI HELPS COMPANIES UNDERSTAND YOU BETTER AS A CUSTOMER?

TABLE 4.1.9 Does AI Helps Companies Understand their Audience

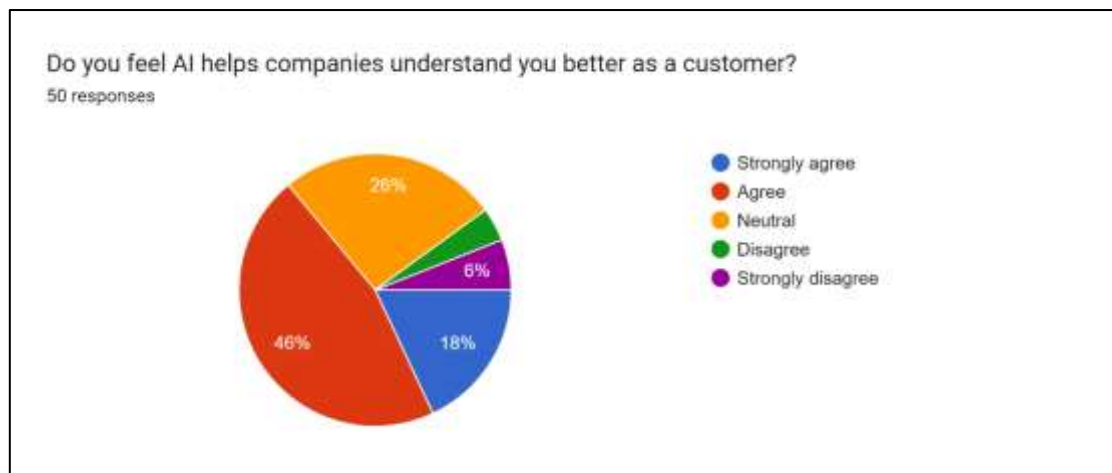| OPINION	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	9	18
Agree	23	46
Neutral	13	26
Disagree	2	4
Strongly disagree	3	6
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.9 Does AI Helps Companies Understand their Audience

INTERPRETATION

From the above graph, it is inferred that 18% of the respondents strongly agree that AI helps companies understand thema as a customer, a majority of 46% respondents agree the same, 26% has a neutral opinion, 4% disagree and 6% of the respondents strongly disagree this concept.

4.1.10 WHICH INDUSTRY HAVE YOU SEEN USE AI IN MARKETING THE MOST?

TABLE 4.1.10 Industry Using AI

INDUSTRY	NO. OF RESPONDENTS	% OF RESPONDENTS
E-commerce	13	26
Food delivery	3	6
Banking/Finance	5	10
Fashion & Lifestyle	21	42

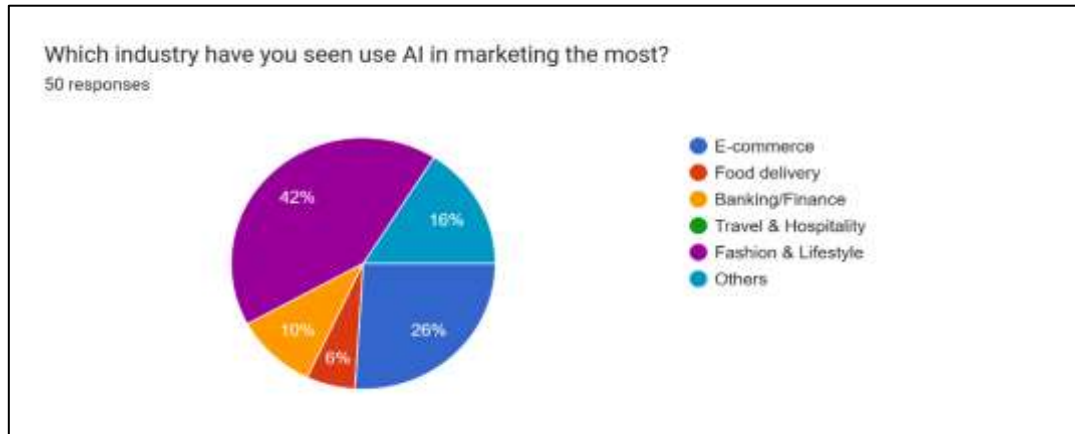|		
Others	8	16
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.10 Industry Using AI
INTERPRETATION

From the above graph, it is inferred that 26% of the respondents have seen the usage of AI in E-Commerce industry, 6% has seen the usage of AI in Food Delivery industry, 10% have seen it in Banking/Finance, a majority of 42% have witnessed the usage of AI in Fashion and Lifestyle industries, and 16% have seen it in other non-listed industries.

4.1.11 HAVE YOU INTERACTED WITH AN AI CHATBOT?
TABLE 4.1.11 AI Chatbot Interactions

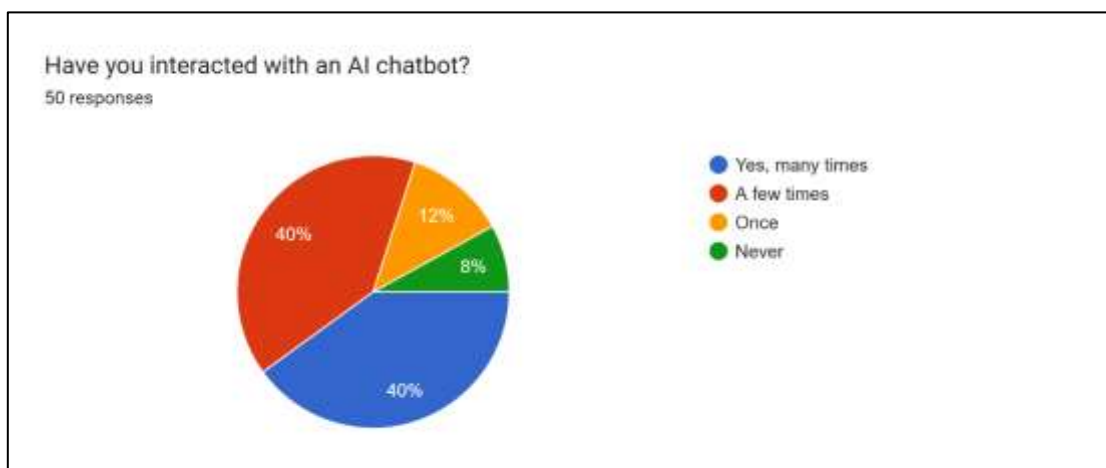| CHATBOT INTERACTION	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, many times	20	40
A few times	20	40
Once	6	12
Never	4	8
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.11 AI Chatbot Interactions

INTERPRETATION

From the above graph, it is inferred that 40% of the respondents has interacted with the chatbots many times, another 40% has interacted only a few times, 12% of the respondents have interacted with AI Chatbots only once and 8% have never interacted with an AI Chatbot.

4.1.12 HOW HELPFUL WAS THE CHATBOT EXPERIENCE?

TABLE 4.1.12 Chatbot Experience

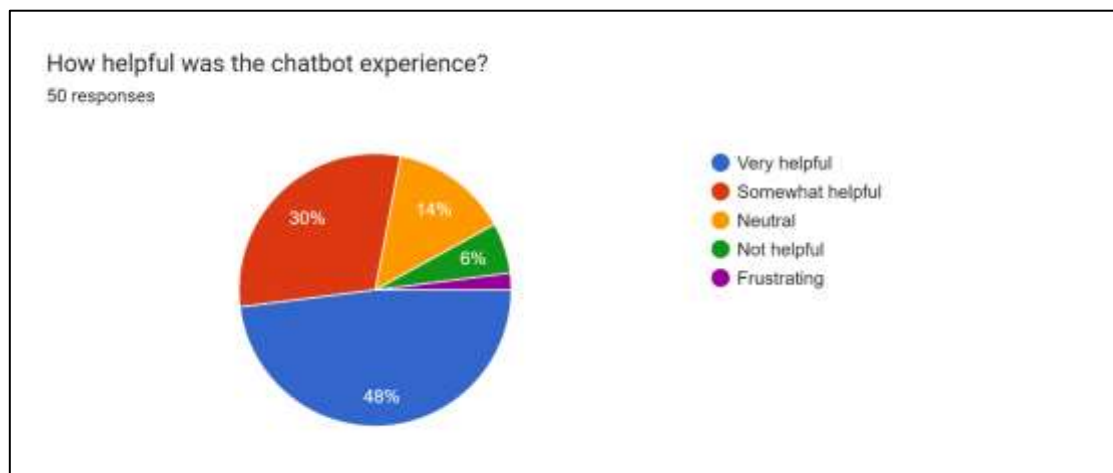| EXPERIENCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Very helpful	24	48
Somewhat helpful	15	30
Neutral	7	14
Not helpful	3	6
Frustrating	1	2
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.12 Chatbot Experience

INTERPRETATION

From the above graph, it is inferred that a majority of 48% respondents felt the AI chatbot experience as very helpful, 30% felt it as somewhat helpful, 14% found it neutral, 6 percent found it not helpful, and just the 2% of respondents found it as a frustrating experience.

4.1.13 DO YOU RECEIVE PERSONALIZED RECOMMENDATIONS WHILE SHOPPING ONLINE?

TABLE 4.1.13 Personalized Recommendation While Online Shopping

RECOMMENDATIONS RECEIVED	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, always	22	44
Often	13	26
Sometimes	11	22
Rarely	2	4

Never	2	4
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.13 Personalized Recommendation While Online Shopping

INTERPRETATION

From the above graph, it is inferred that a majority of 44% respondents have felt that they receive personalized recommendations while online shopping, 26% respondents often receive the same, 22% sometimes receives personalized recommendations, 4% respondents rarely receives and 4% never receives personalized recommendations during online shopping.

4.1.14 HOW OFTEN DO YOU CLICK ON PERSONALIZED ADS OR PRODUCT SUGGESTIONS?

TABLE 4.1.14 Interaction with Ads

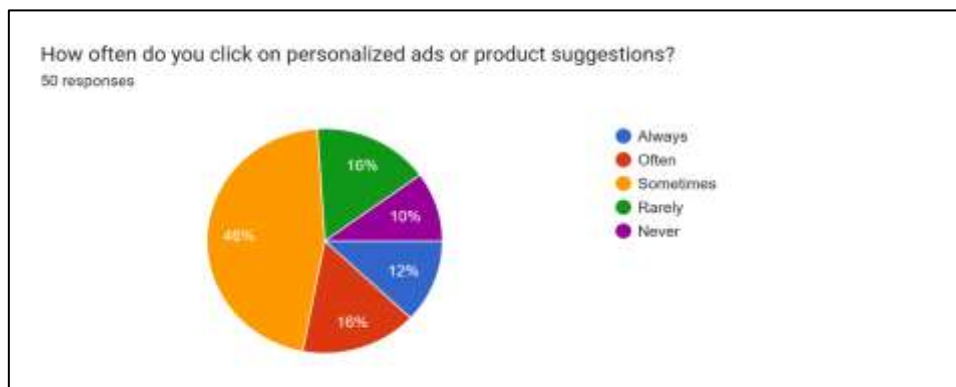| INTERATIONS WITH ADS	NO. OF RESPONDENTS	% OF RESPONDENTS
Always	6	12
Often	8	16
Sometimes	23	46
Rarely	8	16
Never	5	10
TOTAL	**50**	

(Source: Primary Data)

Chart 4.1.14 Interaction with Ads

INTERPRETATION

From the above graph, it is inferred that 12% of the respondents always click on the personalized Ads or product suggestions, 16% often interacts with such Ads, a majority of 46% sometimes does the same, 16% rarely interacts and only 10% have ignores such ads without clicking them.

4.1.15 WHICH OF THESE FEATURES HAVE IMPROVED YOUR EXPERIENCE WITH BRANDS? (SELECT ALL THAT APPLY)

TABLE 4.1.15 Features that Improved Experience with Brands

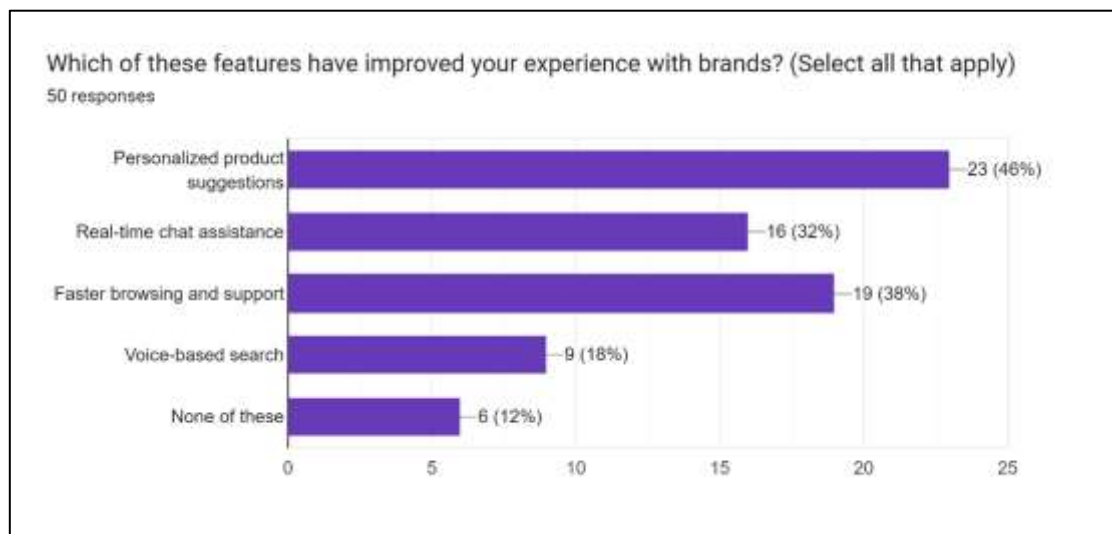| FEATURES	NO. OF RESPONDENTS	% OF RESPONDENTS
Personalized product suggestions	23	46
Real-time chat assistance	16	32
Faster browsing and support	19	38
Voice-based search	9	18
None of these	6	12
TOTAL	**50**	

CHART 4.1.15 Features that Improved Experience with Brands

INTERPRETATION

From the above graph, it is inferred that the respondents were allowed to select multiple features that have improved their experience with brands. 46% chose personalized product suggestions, 32% chose real-time chat assistance, 38% chose faster browsing and support, 18% chose voice-based searches and only 12% mentioned that none of these features have improved their experience with the brands.

4.1.16 DO YOU TRUST AI WITH YOUR PERSONAL DATA WHILE SHOPPING ONLINE?

TABLE 4.1.16 Trusting AI with Personal Data

AMOUNT OF TRUST	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, completely	7	14
Somewhat	12	24
Not really	18	36

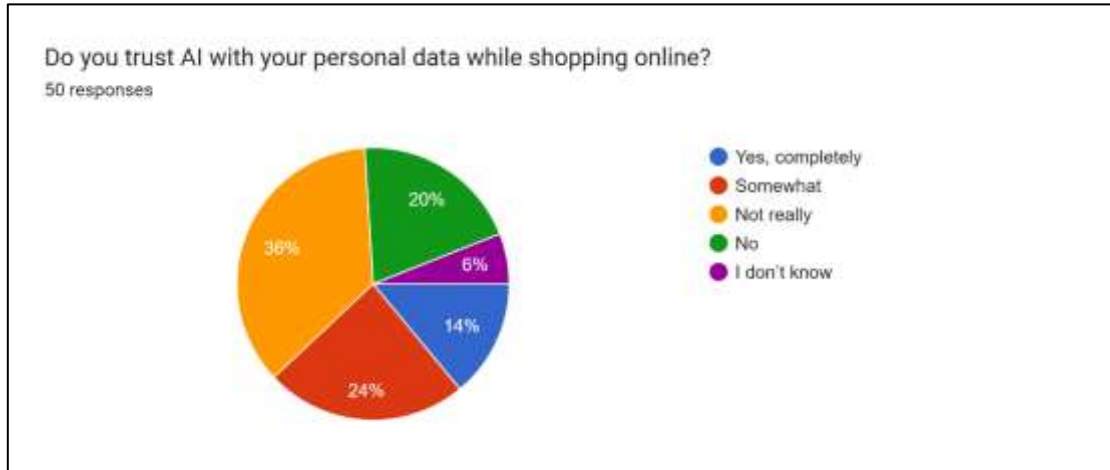| No	10	20
I don't know	3	6
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.16 Trusting AI with Personal Data

INTERPRETATION

From the above graph, it is inferred that 14% of the respondents completely trust AI with their personal data while shopping online, 24% somewhat trust the AI, 36% doesn't really trust, 20% completely don't trust AI with their personal data, and only 6% doesn't know whether to trust the AI with their personal data while shopping online.

4.1.17 WHAT IS YOUR BIGGEST CONCERN ABOUT AI IN MARKETING?

TABLE 4.1.17 Concern about AI in Marketing

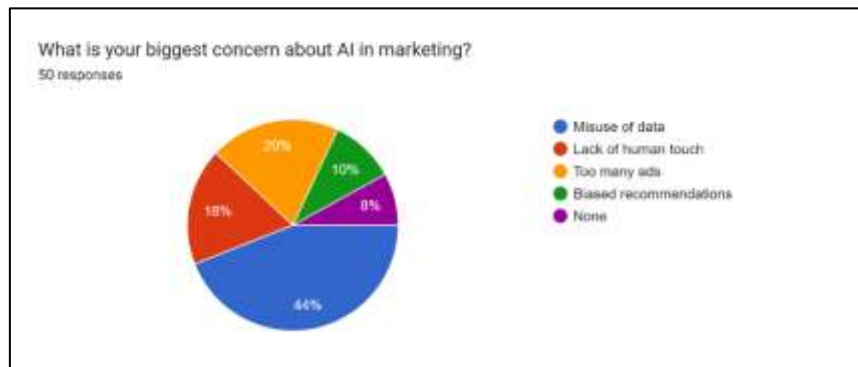| CONCERNS	NO. OF RESPONDENTS	% OF RESPONDENTS
Misuse of data	22	44
Lack of human touch	9	18
Too many ads	10	20
Biased recommendations	5	10
None	4	8
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.17 Concern about AI in Marketing

INTERPRETATION

From the above graph, it is inferred that a majority of 44% of the respondents are concerned about the misuse of their data because of AI in marketing, 18% are concerned about the lack of human touch, 20% is concerned about too many ads, 10% is concerned about biased recommendations, and only 8% of the respondents don't have any concern.

4.1.18 DO YOU READ PRIVACY POLICIES WHEN INTERACTING WITH AI-BASED APPS?

TABLE 4.1.18 Reading Privacy Policies

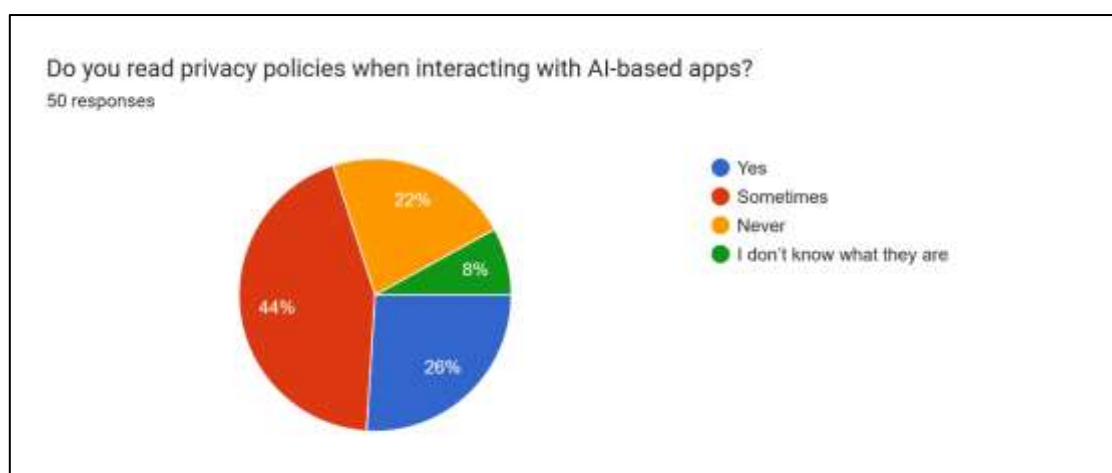| READING PRIVACY POLICY	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	13	26
Sometimes	22	44
Never	11	22
I don't know what they are	4	8
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.18 Reading Privacy Policies

INTERPRETATION

From the above graph, it is inferred that 26% of the respondents actually read the privacy policies while interacting with AI-Based Apps, 44% respondents sometimes read them, 22% never read the privacy policies, and 8% of the respondents doesn't even know what these policies are.

4.1.19 HAS AI EVER MADE A RECOMMENDATION YOU FOUND TOO PERSONAL OR INTRUSIVE?

TABLE 4.1.19 Personal or Intrusive AI Recommendations

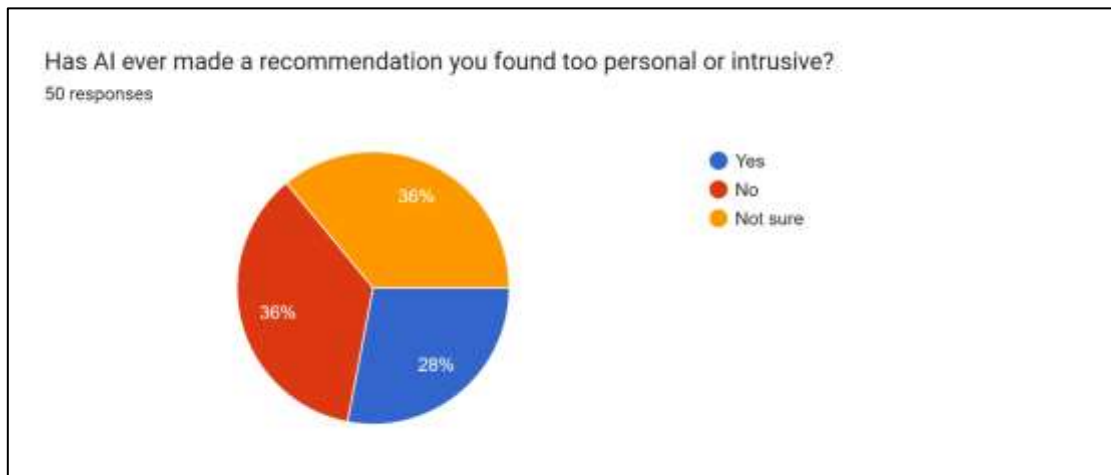| OPINIONON AI RECOMMENDATIONS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	14	28
No	18	36
Not sure	18	36
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.19 Personal or Intrusive AI Recommendations

INTERPRETATION

From the above graph, it is inferred that only 28% of the respondents found that AI has made too personal or intrusive recommendations to them, 36% says that AI has never made such recommendations, and 36% are not sure about it.

4.1.20 HAVE YOU DISCOVERED A NEW BRAND THROUGH AI-BASED SUGGESTIONS?

TABLE 4.1.20 New Brand Discovery through AI Suggestions

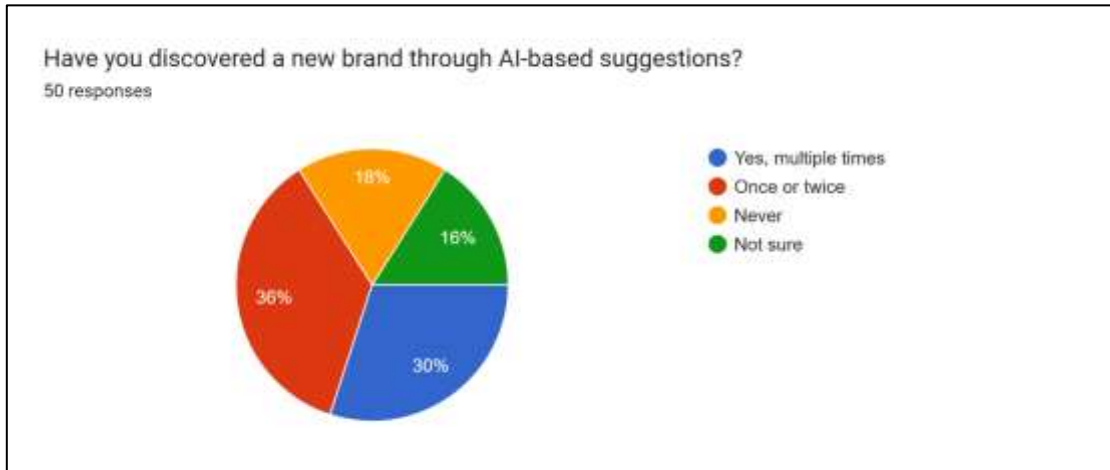| BRAND DISCOVERY	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, multiple times	15	30
Once or twice	18	36
Never	9	18
Not sure	8	16
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.20 New Brand Discovery through AI Suggestions

INTERPRETATION

From the above graph, it is inferred that 30% of the respondents have discovered new brands multiple times through AI-based suggestions, 36% has discovered new brands, once or twice, 18% has never discovered any new brands, and 16% are not sure about an answer.

4.1.21 HOW OFTEN HAVE YOU PURCHASED SOMETHING BASED ON AN AI-GENERATED RECOMMENDATION?

TABLE 4.1.21 Purchase Based on AI Recommendations

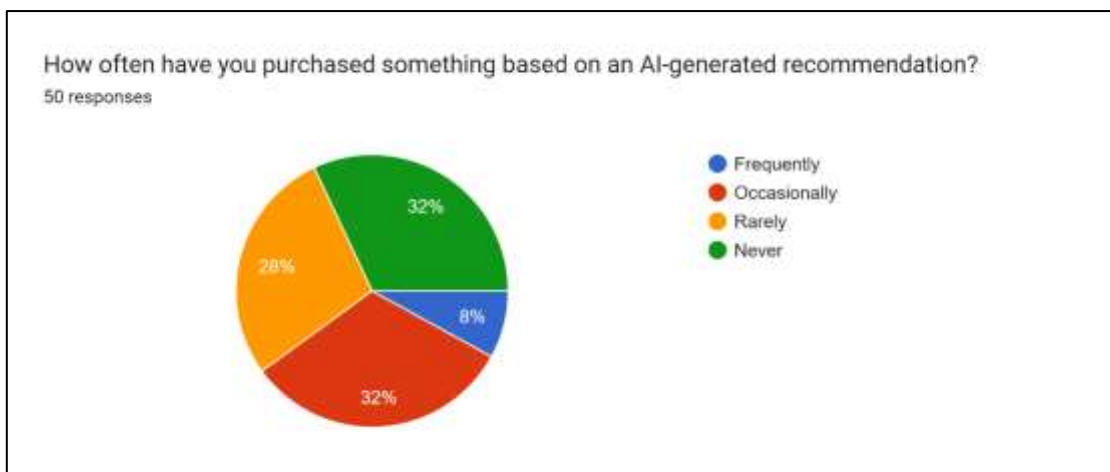| COUNT OF PURCHASE	NO. OF RESPONDENTS	% OF RESPONDENTS
Frequently	4	8
Occasionally	16	32
Rarely	14	28
Never	16	32
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.21 Purchase Based on AI Recommendations

INTERPRETATION

From the above graph, it is inferred that only 8% of the respondents frequently purchase something based on AI recommendations, 32% occasionally purchases products, 28% rarely purchase, and the rest of the 32% never purchase anything based on AI recommendations.

4.1.22 HOW SATISFIED ARE YOU WITH THE ACCURACY OF AI RECOMMENDATIONS?
TABLE 4.1.22 Satisfaction on the Accuracy of AI Recommendations

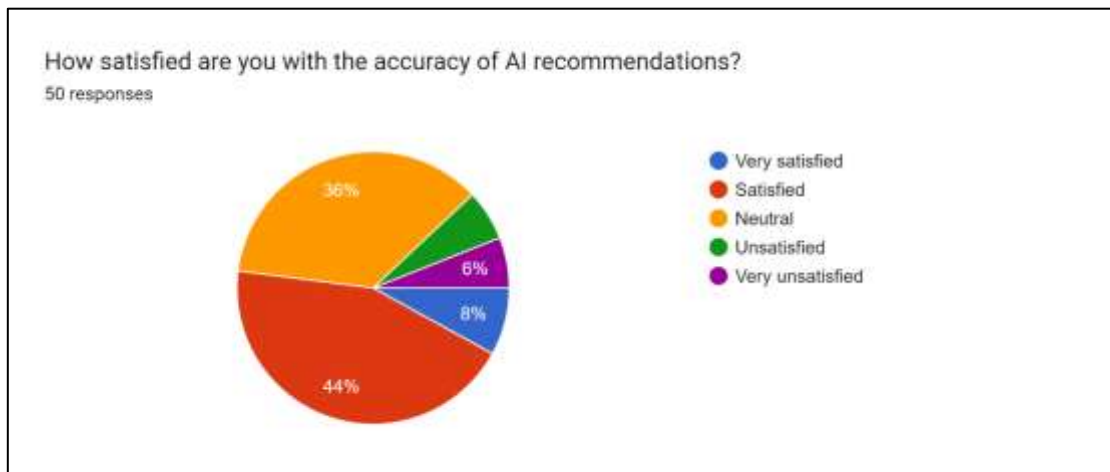| SATISFACTION	NO. OF RESPONDENTS	% OF RESPONDENTS
Very satisfied	4	8
Satisfied	22	44
Neutral	18	36
Unsatisfied	3	6
Very unsatisfied	3	6
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.22 Satisfaction on the Accuracy of AI Recommendations

INTERPRETATION

From the above graph, it is inferred that 8% of the respondents are very satisfied with the accuracy of the AI recommendations, a majority of 44% are satisfied, 36% are neutral about the accuracy, 6% of the respondents are unsatisfied, and the other 6% is very unsatisfied.

4.1.23 DO AI-DRIVEN PROMOTIONS (LIKE CUSTOM DISCOUNTS) INFLUENCE YOUR PURCHASE DECISION?
TABLE 4.1.23 Influence of AI Promotions in Purchase Decisions

OPINION ON INFLUENCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	5	10
Agree	13	26
Neutral	19	38
Disagree	9	18
Strongly disagree	4	8
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.23 Influence of AI Promotions in Purchase Decisions

INTERPRETATION

From the above graph, it is inferred that 10% of the respondents strongly agree that AI driven promotions influence their purchase decisions, 26% agree to it, 38% have a neutral opinion, 18% disagree, and a minimum of 8% strongly disagree the same.

4.1.24 DOES AI HELP BRANDS APPEAR MORE "MODERN" OR UP-TO-DATE?

TABLE 4.1.24 Does AI Help Brands Appear More "Modern" or Up To Date?

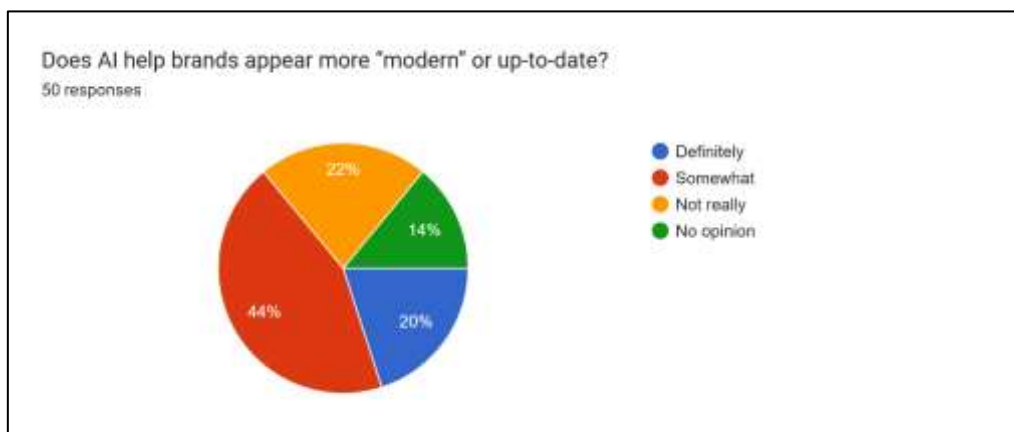| OPINION	NO. OF RESPONDENTS	% OF RESPONDENTS
Definitely	10	20
Somewhat	22	44
Not really	11	22
No opinion	7	14
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.24 Does AI Help Brands Appear More "Modern" or Up To Date?

INTERPRETATION

From the above graph, it is inferred that 20% respondents believe that AI helps brands appear more modern or up to date, a majority of 44% says that it somewhat do so, 22% says that it doesn't appear more modern or up to date, and 14% doesn't have an opinion on this.

4.1.25 WOULD YOU BE COMFORTABLE SHOPPING THROUGH AN AI ASSISTANT (LIKE A VIRTUAL SHOPPER)?

TABLE 4.1.25 Comfort of Shopping Through an AI Assistant

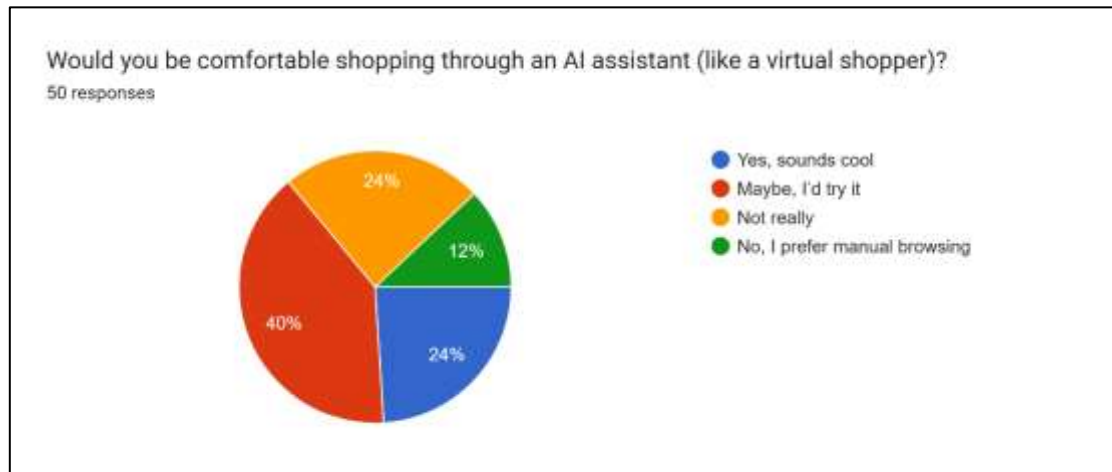| OPINION	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, sounds cool	12	24
Maybe, I'd try it	20	40
Not really	12	24
No, I prefer manual browsing	6	12
TOTAL	50	

(Source: Primary Data)

CHART 4.1.25 Comfort of Shopping Through an AI Assistant

INTERPRETATION

From the above graph, it is inferred that 24% of the respondents say that they are definitely comfortable shopping through an AI assistant, 40% have a neutral opinion and would like to try it, 24% of the respondents are not really comfortable with the process, and only 12% of the respondent says that they prefer only manual browsing.

4.1.26 WHAT WOULD YOU WANT AI TO IMPROVE IN YOUR ONLINE SHOPPING OR BRAND EXPERIENCE? (SELECT ALL THAT APPLY)

TABLE 4.1.26 Improvisation Required for AI in Online Shopping

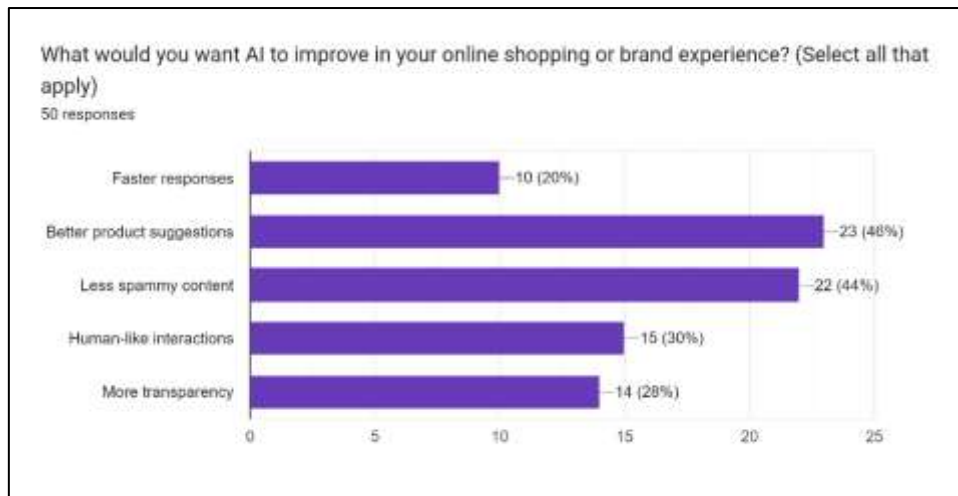| IMPROVISATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Faster responses	10	20
Better product suggestions	23	46
Less spammy content	22	44
Human-like interactions	15	30
More transparency	14	28
TOTAL	50	

(Source: Primary Data)

CHART 4.1.26 Improvisation Required for AI in Online Shopping

INTERPRETATION

From the above graph, it is inferred that the respondents were allowed to choose multiple options and 20% of the respondents chose faster response as an improvisation required for AI in online shopping or brand experiences, 46% chose better product suggestions, 44% chose less spammy contents, 30% chose human-like interactions, and 28% chose more transparency.

4.1.27 DO YOU BELIEVE AI WILL BE ESSENTIAL IN FUTURE MARKETING STRATEGIES?

TABLE 4.1.27 AI Being Essential in Future Marketing Strategies

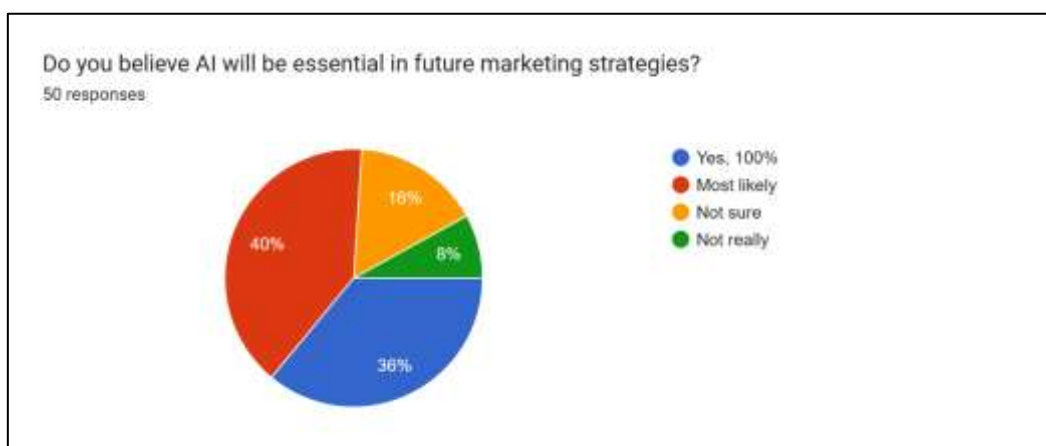| OPINION	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, 100%	18	36
Most likely	20	40
Not sure	8	16
Not really	4	8
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.27 AI Being Essential in Future Marketing Strategies

INTERPRETATION

From the above graph, it is inferred that 36% of the respondents definitely think that AI will be 100% essential in future marketing strategies, 40% believe that it is most likely to be essential, 16% are not sure, and only 8% believe that it is not really essential at all.

4.1.28 HOW OPEN ARE YOU TO TRYING NEW AI-BASED BRAND EXPERIENCES (E.G., VIRTUAL TRY-ONS, AR FILTERS)?

TABLE 4.1.28 Trial of New AI-Based Brand Experiences

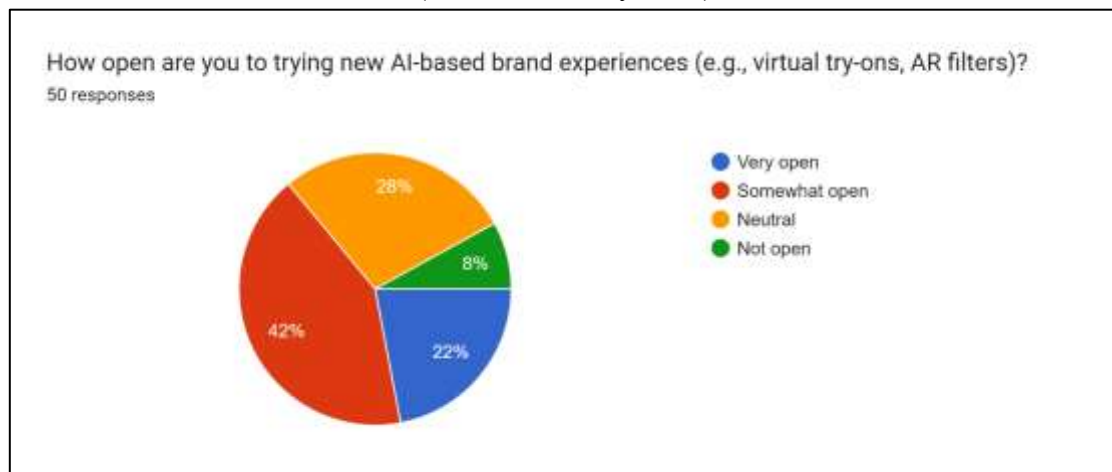| OPINION	NO. OF RESPONDENTS	% OF RESPONDENTS
Very open	11	22
Somewhat open	21	42
Neutral	14	28
Not open	4	8
TOTAL	**50**	

(Source: Primary Data)

CHART 4.1.28 Trial of New AI-Based Brand Experiences

INTERPRETATION

From the above graph, it is inferred that 22% of the respondents are very open to trying new AI-based brand experiences, a majority of 45% are somewhat open to it, 28% have a neutral opinion, and only 8% has shown disinterest.

4.1.29 WOULD YOU RECOMMEND A BRAND THAT USES AI WELL IN MARKETING AND CUSTOMER SERVICE?

TABLE 4.1.29 Brand Recommendation

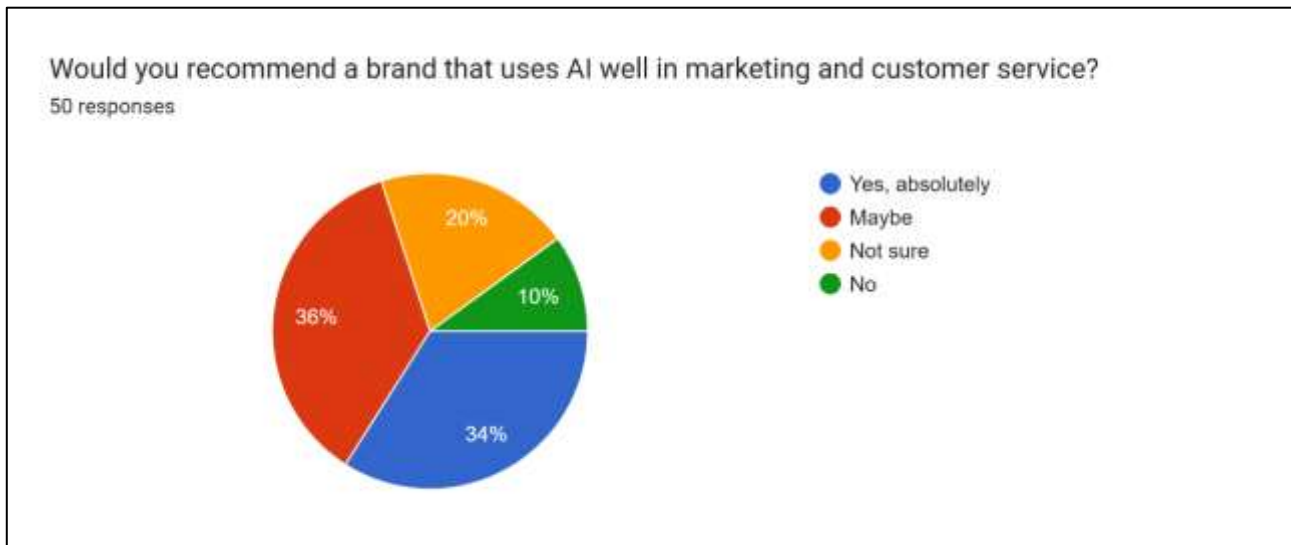| BRAND RECOMMENDATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes, absolutely	17	34
Maybe	18	36
Not sure	10	20
No	5	10
TOATL	**50**	

(Source: Primary Data)

CHART 4.1.29 Brand Recommendation

INTERPRETATION

From the above graph, it is inferred that 34% of the respondents are definitely ready to recommend a brand that uses AI well in marketing and customer services, a majority of 36% says that they may be ready to recommend, 20% are not sure, and 10% wouldn't recommend the same.

CHAPTER 5
FINDINGS
5.1 FINDINGS

The survey conducted yielded valuable insights into how consumers perceive and engage with AI-powered tools in digital marketing. Based on the responses of 50 participants, the following findings are drawn:

5.1.1 AWARENESS AND FAMILIARITY WITH AI IN MARKETING

A large portion of respondents (72%) are aware that brands use AI in their marketing strategies. This suggests that AI is no longer a foreign concept among consumers, indicating its growing presence in digital spaces. Furthermore, over 60% of respondents consider themselves at least "somewhat familiar" with how AI functions in marketing, demonstrating a moderate level of public understanding about these technologies.

5.1.2 AI'S ROLE IN BRAND DISCOVERY AND PURCHASES

A noteworthy insight is that nearly 2/3 of participants have discovered a brand through AI-powered recommendations (like personalized ads or social media suggestions). Although only a small percentage make purchases frequently due to such suggestions, the majority still acknowledge having done so occasionally or rarely. This reinforces the fact that AI is effective in increasing brand visibility and initiating buyer interest.

5.1.3 SATISFACTION WITH AI RECOMMENDATIONS

When it comes to satisfaction, a majority of respondents expressed either satisfaction or neutrality toward AI-generated suggestions. With 22 satisfied and 4 very satisfied users, the overall sentiment leans positively, though the neutral segment (36%) implies room for improvement in precision or relevance of AI recommendations.

5.1.4 INFLUENCE OF AI-BASED PROMOTIONS

Only 18% of users strongly agree that AI promotions influence their buying decisions. However, when combining "agree" and "strongly agree," 36% of the respondents affirm a positive influence. This suggests that while AI can influence buying behaviour, its effectiveness heavily depends on the relevance and personalization of the offer.

5.1.5 COMFORT WITH AI SHOPPING ASSISTANTS

Consumer openness to AI shopping assistants is promising: 64% are either willing to try it or find the concept appealing. However, a substantial portion (36%) still prefers manual browsing. This split indicates that while the technology is intriguing to many, adoption might be gradual and will depend on trust-building and seamless user experience.

5.1.6 FUTURE POTENTIAL OF AI IN MARKETING

A strong majority (76%) believe AI will play an essential role in the future of marketing. This highlights a general optimism and recognition of AI as a key strategic tool. Such confidence reflects AI's expanding role in campaign optimization, customer targeting, and automated personalization.

5.1.7 OPENNESS TO AI-DRIVEN BRAND EXPERIENCES

When asked about interactive AI-driven brand experiences (like AR filters, smart product recommendations, etc.), most respondents were open (42%) or very open (22%) to exploring them. This shows a positive consumer attitude towards innovation, suggesting marketers should actively integrate such experiences into their strategies.

5.1.8 BRAND LOYALTY AND AI INTEGRATION

Lastly, respondents were asked if they would recommend a brand that effectively uses AI. The results were promising with 70% responded with either "yes" or "maybe." This reflects how good implementation of AI in branding and service can influence word-of-mouth marketing and consumer loyalty.

5.2 CONCLUSION

Overall, the findings indicate that AI is playing a significant role in shaping customer journeys—right from brand discovery to purchase decisions. While most consumers are open and positive about AI-based marketing innovations, there remains a neutral segment that needs to be nurtured through better personalization and trust. Brands leveraging AI must ensure not only innovative use but also ethical and customer-centric execution to maximize impact.

CHAPTER 6
SUGGESTIONS
6.1 SUGGESTIONS

During my study at B'Skale Solutionz, I have been analysing the working and implementations of the company at a closer scale. There are a few things I've noticed in the company which can be changed or progressed for a better output. Since my study is limited to the impact of the AI in digital marketing landscape, I would like to suggest the following, which can be improvised –

6.1.1 INVEST IN PERSONALIZATION TOOLS POWERED BY AI

Since the majority of users appreciate personalized experiences, invest in AI platforms that track user behaviour and adapt marketing strategies accordingly.

6.1.2 USE PREDICTIVE ANALYTICS FOR SMARTER CAMPAIGN DECISIONS

Implement predictive analytics engines to anticipate customer trends and optimize campaigns. This will help reduce cost and increase ROI by targeting only the most promising segments.

6.1.3 DEPLOY SMART CHATBOTS FOR BETTER CUSTOMER SUPPORT

Customers appreciate 24/7 support. It would be a best practice to integrate AI chatbots on the company website to provide instant, intelligent answers. Train them with customer data to improve their ability to resolve complex queries.

6.1.4 ADOPT AUTOMATED AD BIDDING PLATFORMS

This leads to higher visibility, better engagement, and cost efficiency.

6.1.5 RUN SENTIMENT ANALYSIS TO UNDERSTAND BRAND PERCEPTION

This help in understanding how audiences feel about the brand. This insight allows you to proactively address negativity and double down on positive perceptions.

6.1.6 TRAIN MARKETING TEAMS ON AI TOOLS

Organize internal workshops or certifications to ensure your team knows how to best use AI technologies.

6.1.7 LEVERAGE AI FOR MARKET SEGMENTATION AND A/B TESTING

Use AI tools to conduct advanced segmentation and AI-powered A/B testing for better message fit and conversion.

CHAPTER 7
CONCLUSION

7.1 CONCLUSION

The implementation of the AI in digital marketing has transformed the industry helping the brands evolve better with data driven strategies and intelligent automations, helping brands communicate more easily with the right target audiences. This study projects the influence of AI powered apps and tools on the marketing efforts and branding across various digital platforms. Suggestive AI helps both the customers and brands in identifying the right requirements which helps in sales and conversion of the right products to the right audience segments.

Findings from the survey reinforce the growing acceptance and effectiveness of AI technologies among the audiences. A majority of the audience acknowledged the convenience, relevance, and personalization provided by AI-driven marketing strategies. Businesses leveraging AI tools have reported greater efficiency, better targeting, and more impactful customer experiences. Moreover, AI's ability to adapt in real-time and generate insights from vast datasets ensures that marketing efforts are not only efficient but also continuously evolving.

However, the study has also found multiple challenges in the implementation of AI in marketing such as data privacy, ethical use, and the need for human oversight in AI implementations. The success of AI in digital marketing depends on its responsible and strategic use, guided by creativity, empathy, and transparency.

In conclusion, Artificial Intelligence is not just a technological upgrade but a strategic necessity for modern-day digital marketing. Companies like B'Skale Solutionz that embrace AI with a balanced, ethical, and customer-centric approach are able to thrive in an increasingly competitive and ever-evolving digital landscape.

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