The Influence Of AI In Enhancing Digital Marketing Experience In India

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Abstract: India is today at the centre of the world's attention for its economic growth and giant market probabilities for products and services. Not merely in terms of attracting foreign multinationals but in a growing culture of start-ups and small-scale businesses, especially adopted by the younger 'Zostel' India. It's true that fresh start-ups always need rapid marketing strategies to grow out amid the massive competitive forces, and digital marketing with an AI solution is the fastest way to achieve the goal. But somehow, even knowing the theory of all strategies related to marketing and businesses, there are many dilemmas, fears, and misconceptions regarding the right intake of contemporary advancements of technology. That causes failures and a false belief system towards the new technologies. From this perspective, this article reviews the obstacles and possible solutions to the given problem statement with the study of digital marketing and AI.

Key words: Digital marketing, Advertisement, AI, Online shopping, Indian start-ups

1.Review literature: There are a number of studies, papers, articles, and online materials available to determine the current status of digital marketing worldwide. In the Indian scenario, most available write-ups mainly explain the role, types, benefits, statistics, etc. of digital marketing in India. Traditional vs. digital marketing is another popular area often discussed by many writers. Another area is focused on the role of AI in marketing. From this perspective, the papers for review that have been taken are as follows:

1.1Kaushik, Rajiv (2016): India is experiencing rapid growth in digital marketing. Indian organisations are increasingly leveraging digital marketing to gain a competitive advantage. A successful marketing effort requires more than just digital marketing. To ensure a successful marketing strategy, it's important to utilise both classic and current marketing strategies. Digital marketing has often led to startup failures. This report outlines the necessary measures for successful digital marketing adoption to boost revenue and improve infrastructure. This study demonstrates that successful digital marketing strategies require adequate design and execution.

1.2 Mohan, D. Madan (2017): The internet and e-commerce have rapidly grown to play a key role in people's daily lives. Today, E-marketing is one of the most rapidly developing technologies in the IT and e-commerce industries. E-marketing, also known as Internet marketing (IM), online marketing, or web marketing, involves utilising the internet to promote and sell products and services. E-marketing identifies the target audience for commercial

organisations' products and services. It encompasses all efforts aimed at attracting, acquiring, and maintaining clients. E-marketing has a vast reach that includes more than just promotions.

1.3 Dar & Lakha (2018): The digital revolution has affected both consumers and companies. Technology and its applications have evolved significantly during the previous decade. The Internet has evolved from a source of information to a platform for sharing experiences, discussions, and entertainment. Social networking has changed the way people use the internet, making it a more accessible medium. Digital marketing has emerged as businesses seek to capitalise on the growing internet usage. The internet has proven to be a more effective marketing tool than traditional methods due to its quickness and widespread access to target audiences.

1.4 Kotak, Yash (2020): This article discusses several marketing methods and the significance of this marketing method in today's digital age. Digital marketing simplifies corporate operations and makes it easier for consumers to purchase products and services. Digital channels such as the internet, mobile phones, and email offer new avenues for firms to advertise and communicate with customers. Social media sites such as Facebook, Instagram, and YouTube enable brands to quickly communicate with their target audience. This article discusses the impact of digital marketing in India, including the significant growth and changes that occurred following the introduction of 'Digital India'.

1.5 Ribeiro, Tiago & Reis, José Luís (2020): This study examines the effects of artificial intelligence (AI) on digital marketing using a qualitative research methodology. It is predicated on the idea that AI can replace both manual and cognitive activities. An examination of 15 industry professionals' interviews about marketing and AI reveals that AI has an influence on marketing procedures and will continue to have an increasing impact. According to the report, artificial intelligence (AI) can already replace a large number of manual and repetitive jobs performed by marketers. Using AI in conjunction with humans can improve marketing outcomes. The ethical and technological issues that cause people to accept AI slowly or not at all have been discussed. One of the main issues is that people are not yet ready for this cultural shift and are not yet confident in technology. Managers and company decision-makers must get their teams ready for the use of AI in marketing in light of these results.

1.6 Thilagavathy, N. & Kumar, E. Praveen (2021): This article focuses on the fascinating and growing topic of the relationship between artificial intelligence (AI) and digital marketing. Even though they are being proposed, AI engagement strategies for app development. As an official division of marketing. Therefore, digital marketing was able to improve client involvement through electronic offerings and add value for the organisations. Technology's introduction has opened up a new market for competition in digital marketing, which has led to quick developments in digitalization. Digital technology is used by marketers all over the world to improve the quality of service they provide to their clients and increase corporate

efficiency. Through smarter search engines, more intelligent ads, improved content delivery, reliance on bots, ongoing learning, fraud prevention, and data security, artificial intelligence (AI) plays a critical role in marketing.

1.7 Hadalgekar, Somnath (2023): Digital marketing has several benefits over traditional marketing, including the ability to contact people at a lower cost. Digital marketing is essential to the expansion of businesses. AI is also having a significant impact on marketing through the use of chatbots, programmatic advertising, personalisation, more intelligent search engines, site design, email marketing campaigns, dynamic pricing, and the ability to forecast customer behaviour, among other things. By using artificial intelligence, organisations may better understand the demands of their consumers and increase sales and income. This essay focuses on artificial intelligence's applications in the context of digital marketing and its effects on the field of digital marketing. Digital marketers can better understand their clients' demands thanks to artificial intelligence, which boosts revenue.

2. Methodology: The study is qualitative in its nature and descriptive methods are reflected in the data gathering. Mainly primary and secondary sources of data are used to complete the study. Various researches conducted by scholars, books, previous research papers, and news-articles have been used to write down the paper.

3. Objectives of the study: Objectives of the study are as follows;

3.1 To explain the scenario of Digital marketing

3.2 To explain the types and uses of Digital marketing

3.3 To explain the failure causes of startups due to the misconception of using technology

3.4 Role of AI in the reshaping of marketing

4. Introduction: Digital marketing is a broad term that refers to the promotion of products and services using digital technology, primarily the Internet, including mobile phones, display advertising, and any other digital media. The evolution of digital marketing since the 1990s and 2000s has altered how companies and businesses use technology and digital marketing to sell their products and services. Different websites, mobile devices, social media, search engines, and similar channels are used in digital marketing. With the advent of digitization, the shopping throng in markets has steadily reduced, and more and more people are purchasing online for themselves and their families.

5. Historical perspective of digital marketing: The first instance of electronics or digital commerce takes place in 1971–1972, when students from the Massachusetts Institute of Technology and Stanford Artificial Intelligence Laboratory organise a transaction over the ARPANET. Michael Aldrich presented the first internet-based purchasing system in 1979. 1981 saw the installation of the first business-to-business internet shopping system by Thomson Holidays UK. The term "digital marketing" originally appeared in the 1990s over traditional marketing. It replaced all the old methods and techniques of marketing with the digital era, which began with the introduction of the internet and the creation of the Web 1.0 platform. The Web 1.0 platform enabled users to search for information but not distribute it on the internet. Until then, marketers throughout the world were cautious of the internet platform.

They were unsure whether their techniques would succeed because the internet had not yet been widely deployed. In 1993-94, new technologies entered the digital marketplace. The same year, Yahoo was launched. In 1996, HotBot, LookSmart, and Alexa were among the new search engines and tools introduced. Google was founded in
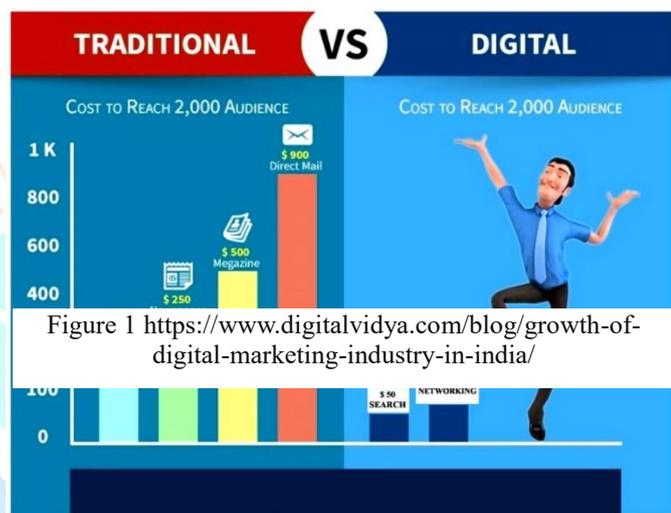

Figure 1 https://www.digitalvidya.com/blog/growth-of-digital-marketing-industry-in-india/

1998. Microsoft launched the MSN search engine, while Yahoo introduced Yahoo web search. Two years later, the internet bubble burst, and all of the smaller search engines were either left behind or killed out, freeing up more room for the industry's titans. The digital marketing industry had its first significant boom in 2006, when search engine traffic was believed to have increased to over 6.4 billion in a single month. Then came Web 2.0, which allowed individuals to become more active participants rather than passive users. Web 2.0 enabled users to communicate with one another as well as companies. Labels like Super Information Highway' began to be attached to the internet. As a result, information flow volumes, including channels used by digital marketers, expanded dramatically, and by 2004, internet advertising and marketing in the United States alone generated over $2.9 billion.

Soon, social networking sites emerged. MySpace was the first social networking site to appear, quickly followed by Facebook. Many businesses recognised that all of these new websites were opening up new avenues for marketing their products and services. It created new business opportunities and marked the start of a new era in business. With increased resources, they sought new ways to market their businesses and use the social networking platform. The cookie was another significant milestone in the digital marketing business. Advertisers began to explore for new methods to capitalise on the emerging technology. One such strategy was to monitor the surfing behaviours and use patterns of frequent internet users in order to

adapt promotions and marketing collateral to their preferences. The first cookie was created to track user behaviour. Cookies have evolved over time, and they are now coded to provide advertisers with a number of methods for collecting literal user data. Customers now have constant access to digitally promoted products. According to Marketing tech blog's 2014 statistics, social media posting is the most popular online activity in the United States. The average American spends 37 minutes each day on social media. 99% of digital marketers market on Facebook, while 97% use Twitter, 69% use Pinterest, and 59% use Instagram. 70% of B2C marketers have consumers using Facebook. 67% of Twitter users are considerably more inclined to purchase from businesses they follow on Twitter. 83.8% of premium brands use Pinterest.

In Indian context India MART B2B marketplace opened for business in 1996. Flipkart was founded in India in 2007. All e-marketing and commercial businesses primarily employ digital channels for their marketing. According to digital marketing data, advertising on smartphones and tablets decreased by 200% in 2011 compared to the subsequent years. The net worth was $2 billion this year. The increase was exponential in nature, reaching $6 billion in 2012. More professionals are entering the sector, and career paths must develop to keep up with the competitive growth. The overall amount invested increased by 1.5 billion dollars between March 2013 and March 2015 compared to the years before. There has been a noteworthy increase up to this point. According to a summary of a report published in the International Journal of Advanced Research Foundation, India is experiencing the "golden age" of the Internet sector from 2013 to 2018, with phenomenal growth prospects and secular growth adoption for digital marketing services, social media, search, online content, e-commerce, and internet advertising.

5.1 Digital marketing its type and uses: Description is as follows;
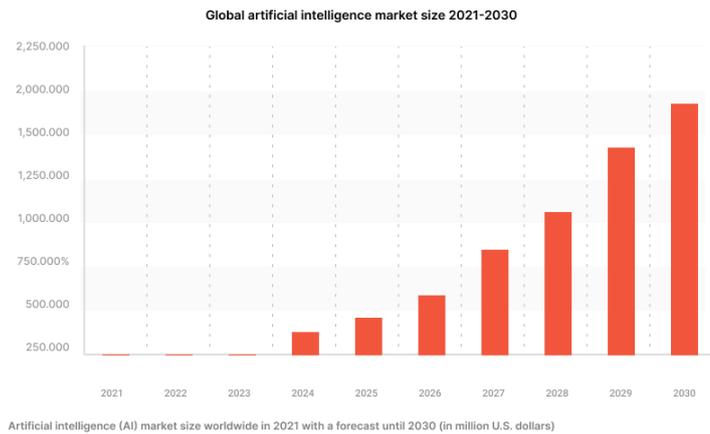
5.1.1 Email Marketing: Email marketing is one of the oldest kinds of digital marketing. In this method, regular updates on products or services are provided to the customer.

5.1.3 SEO (Search Engine Optimisation): SEO is the process of improving a website's exposure in online search engines such as Google, Bing, Yahoo, Ask, and others. One may improve one's website-rating and make it more visible to people searching for products and services by using the search engine's keyword system.

5.1.4 PPC (Pay Per Click): Paid search, or PPC, is the administration of paid advertisements in search engine results. These sponsored advertisements are often displayed above or to the right of the search results and may be relatively affordable. Paying per click implies that you only pay when a potential consumer clicks on your advertisement.

5.1.5 Social-Media: Social media management is more than just sending tweets or posting on Facebook. It is about controlling a brand's image across many social platforms. Over the past several years, social media management has gotten more sophisticated, with more reporting tools and a broader spectrum of social networks. Some popular social media platforms are Twitter, Insta, Facebook and LinkedIn etc.

AI Market Size Growth Forecast

Global artificial intelligence market size 2021-2030

Artificial intelligence (AI) market size worldwide in 2021 with a forecast until 2030 (in million U.S. dollars)

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5.1.6 Online Advertising: The difference between online advertising and PPC is that anyone can advertise on other people's websites. For example, if anyone wishes to purchase banner space on a certain website, he or she would pay the website owner according on the amounts of impressions or clicks the advertisement obtains. Blogging, RSS, News Feeds Blogging, and making blogs visible, entails not just writing blogs, but also developing a blogging strategy that combines SEO, public relations, social media, and web design.

Most commonly adopted AI use cases, by function, % of respondents[1]

- Service operations[2]
- Product and/or service development
- Marketing and sales
- Risk

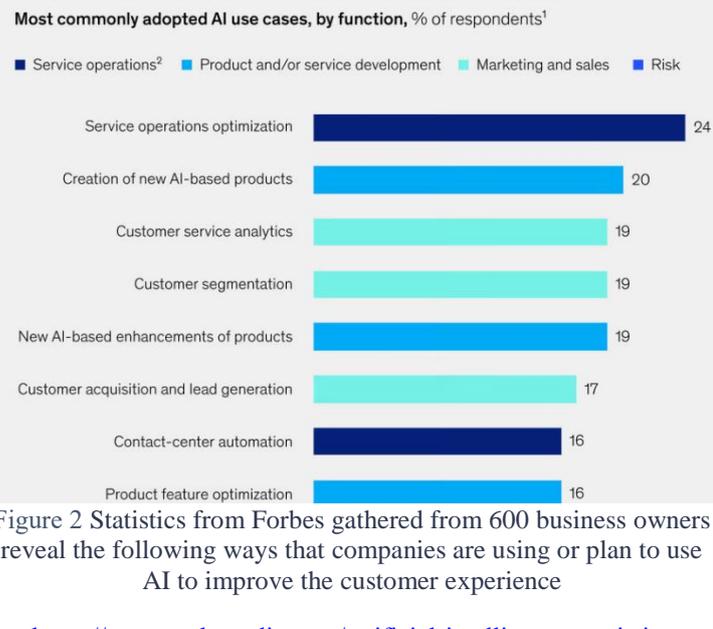| Use case	Value
Service operations optimization	24
Creation of new AI-based products	20
Customer service analytics	19
Customer segmentation	19
New AI-based enhancements of products	19
Customer acquisition and lead generation	17
Contact-center automation	16
Product feature optimization	16

Figure 2 Statistics from Forbes gathered from 600 business owners reveal the following ways that companies are using or plan to use AI to improve the customer experience

https://www.techopedia.com/artificial-intelligence-statistics

5.1.7 Viral Marketing: Viral marketing incorporates several parts of the marketing mix. This can include videos on YouTube, blogs, email marketing, and traditional aspects, but the goal is to ensure that the material grabs the imagination of users' mindset and spreads naturally through online networks.

6. The role AI in digital marketing: In today's fast-paced digital environment, agencies must employ smart marketing techniques to remain competitive. Over the last several years, artificial intelligence (AI) has emerged as a game changer in a variety of sectors. Digital marketing is not an exception. It abbreviated as AI, is a field of computer science that focuses on developing intelligent machines capable of executing

Figure 4 AI market size in India is expected to grow to USD 71.0 bn by 2027.
https://analyticsindiamag.com/the-state-of-ai-in-india-2022/

activities that would normally require human intelligence. It entails the creation of algorithms and models that let computers learn from data, recognise patterns, make judgements, and complete tasks with little human participation. Artificial intelligence relies on a variety of concepts, the most notable of which are machine learning, deep learning, and natural language processing. Machine learning is the process of training algorithms on big datasets to recognise patterns and make predictions.

Deep learning, a form of machine learning, uses artificial neural networks modelled after the human brain to analyse and comprehend complicated data. Natural language processing aims to help robots comprehend, interpret, and synthesise human language. Artificial intelligence is utilised in digital marketing in a variety of ways. For example, machine learning algorithms may analyse customer behaviour and assist marketers in making data-driven decisions. Deep learning is employed in picture identification to personalise marketing, while natural language processing enables chatbots for customer service. Deep learning, a form of machine learning, uses artificial neural networks modelled after the human brain to analyse and comprehend complicated data. Natural language processing aims to help robots comprehend, interpret, and synthesise human language.

Current Indian AI market size and projection
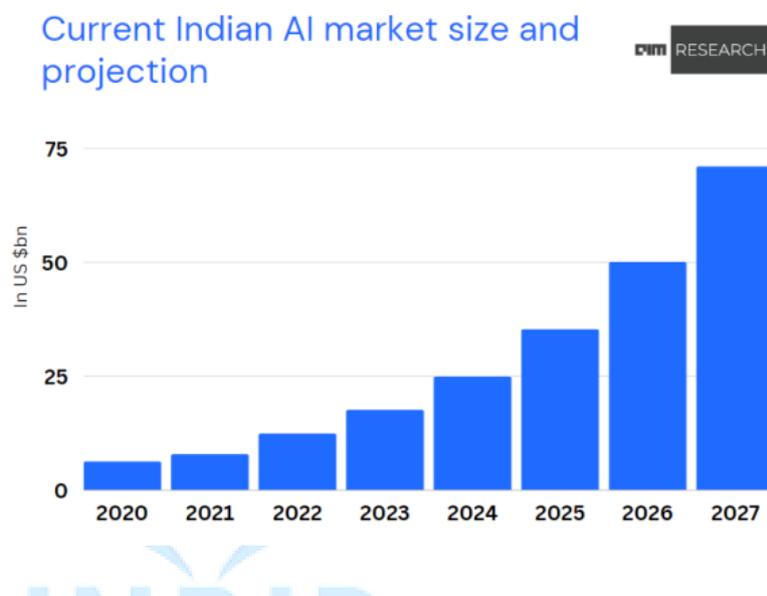
AI's capacity to analyse massive quantities of data and automate procedures has made it a vital tool for marketers, transforming how firms interact with their consumers. In this blog article, we will look at the importance of AI in digital marketing and how it is influencing the industry's future Artificial intelligence.

7. Reasons for failure of digital marketing in startups: Probable reasons for failure of digital marketing in startups are as follows;

7.1 Measuring Cost per Acquisition: A substantial percentage of business owners fail to set critical metrics and do not implement necessary structures, such as employing applicable technologies to track the development of their digital marketing initiatives. The entire purpose of measurability is to increase reach in terms of views and visits. Reach is required, but not sufficient. Consider this: even if your website obtains more than double the traffic of your rivals but your website conversions are less than half of theirs, you will still have fewer returns than your competitors. In addition to boosting your website's reach, paying attention to the complete customer funnel in order to fulfil your final goals is the key to success when using digital media.

7.2 Think that the Technology Department is responsible for digital marketing: Many entrepreneurs of startups do not think of digital marketing as a marketing role. However, they handle it like a piece of technology. Digital marketing is still a marketing function, even though it makes use of technology for purposes like scaling up or measurability. It is clear that expecting the technical team to make digital marketing successful is a surefire way to fail. This issue is not exclusive to startups; big businesses are also negatively affected by this kind of digital marketing.

7.3 Consider outsourcing as the answer: One of the main causes of the high failure rate of agency-client relationships is the assumption that outsourcing will handle end-to-end execution. The larger companies that use outsourcing

Figure 3 https://masterofcode.com/blog/ai-statistics

are the ones having more of an issue. Clients may reorganise their processes and ways of thinking about digital marketing by learning the right way to exploit it. Employed an expert in digital marketing due to your lack of knowledge: It is practically the same as outsourcing digital marketing responsibilities to an outside firm to hire one or more digital marketing specialists without having a clear understanding of the overall digital marketing strategy. Startups and marketing experts alike must understand that they must play a significant role in developing a digital marketing strategy, regardless of whether they choose to collaborate with an outside agency or build it in-house.

7.4 Utilising social media because it's what everyone else does: Similar to other company activities, what other people are doing and what's trendy right now have a big impact on our judgements in digital marketing. It is insufficient for a startup to invest in social media just because it is the buzz of the town. Instead of considering a medium's popularity, businesses should consider their target audience and business objectives when selecting a digital media platform. If lead generation is the main goal of a startup, search engine marketing may be more suitable than social media for promoting a brand inside the larger organisation.

8. Reshaping the digital marketing with AI: (AI) is a formidable ally in digital marketing, providing several benefits that may completely revolutionise the marketing efforts. Nowadays AI is reshaping the digital marketing's nature and anyone can use it effectively. Here's the description.

8.1 Data Analysis and Insights: AI systems are faster than humans in processing enormous volumes of data to identify patterns and insights. Jobs involving manual data processing are impacted by this since AI is capable of completing these activities more quickly and accurately. Analytics can be divided into predictive analytics and improved analytics.

8.1.1 Predictive Analytics: Artificial intelligence systems can forecast customers' behaviour, if they routinely purchase the products and services from any site. AI can predict their desires, choices and deliver appropriate promotions as well as improved consumer engagement, conversion rates, and satisfaction. Using previous data. It can forecast future patterns and user

behaviour using predictive analytics to anticipate market changes and alter the plans accordingly. It includes the **Attribution Modelling** in which AI can provide more accurate attribution models, allowing customers to better understand the influence of each marketing touchpoint on the customer journey. This enables more effective budget allocation. Apart from this **Performance Insights** show that AI can reveal hidden insights in the marketing data. For example, it can detect trends in client behaviour that lead to conversions and assist marketers in refining the targeting.

8.1.2 Improved analytics: AI-powered analytics have the potential to revolutionise digital marketing. It provides real-time insights into campaign effectiveness, allowing marketers to make data-driven decisions swiftly. In **Real-time Monitoring** AI enables you to monitor your campaigns in real time. You'll instantly know how your advertising is performing, allowing you to react quickly to any changes or trends. It includes better **Data Interpretation** in which Artificial intelligence interprets data rather than just providing it. You will receive useful insights and recommendations. For example, AI can identify the most effective ad creatives and recommend reallocating you're spending appropriately. **Adaptability** is another benefit of AI. AI-driven data enables you to instantly modify your marketing campaigns. If a keyword isn't working as planned, AI might propose alternatives or tweak bidding methods. Critical interpretation of AI-generated insights is a talent that data analysts may develop. It takes human insight to contextualise. To contextualise data within a larger corporate plan, human intuition is crucial.

8.2 Improved understanding of customers: AI gives advertisers unmatched insight into their clients. AI systems may get significant insights into customer behaviour, preferences, and purchase habits by analysing large datasets. It includes **Personalisation** with AI. Anyone can design highly personalised marketing efforts with the use of AI. It provides a better understanding of consumer preferences, personalise communications, product recommendations, and offers to particular tastes. AI also provides the **Segmentation** facility in which it can divide your audience into categories based on demographics, behaviour, and interests. This segmentation enables more exact targeting, ensuring that your messages reach the correct individuals at the right time.

8.3 Personalisation: Personalisation is one of the most attractive uses of artificial intelligence in digital marketing. AI systems analyse user behaviour and preferences to provide personalised experiences. **Recommendation engines** into your website or e-commerce platform are effective tool to build a better networking system. These engines utilise artificial intelligence to recommend items or services based on a user's previous interactions, which increases the possibility of conversions. With the use of AI anyone can improve the **Email Marketing**. AI can personalise your email messages. It can create the email list by consumer behaviour and deliver personalised product suggestions or unique offers to each category.

8.4 Demographic Targeting: Artificial intelligence can analyse user data to establish your audience's demographics. Use this information to develop personalised content and choose the best advertising channels for each demographic. Interest-Based Targeting: AI can determine consumers' interests by analysing their online behaviour. Customise your content and advertisements to reflect these interests, enhancing engagement and conversion rates. Content Creation AI may be a valuable ally in content development, reducing time while ensuring high-quality results. Here's how to use its capabilities: **Blog Posts:** Use AI-powered tools to produce blog post ideas, outlines, and even entire articles. While AI-generated material must be reviewed and modified by humans, it may dramatically accelerate the content generation process. AI may recommend social media posts based on hot themes and user preferences.

Social Media Updates: AI may recommend social media updates based on popular themes, user interaction trends, and your brand's messaging. This assures a constant and timely presence across social media channels. **Ad text:** AI can help with ad text generation by producing several variations of ad headlines and descriptions. Marketers may then determine which combinations are most beneficial for their advertising.

8.5 Content Creation and Curation: AI systems are capable of producing reports, articles, and even films. Although these technologies facilitate the development of content, they also put copywriters and content curators in a challenging position. Writers may concentrate on developing distinctive, captivating narratives and selecting materials that complement the brand's voice. AI is unable to match human creativity or emotional intelligence.

8.6 Programmatic Advertising: By examining user behaviour, AI algorithms maximise digital advertising. This affects jobs in conventional advertising occupations by decreasing the necessity for manual ad placement and optimisation. In fields where human knowledge is vital, marketing professionals may refocus their efforts on developing highly targeted advertising tactics, innovative campaigns, and a grasp of consumer psychology.

8.7 Chatbots and customer support: AI-powered chatbots effectively respond to common consumer inquiries. Although this simplifies customer service, it has an impact on occupations involving simple question answers. Client service representatives may focus on managing intricate inquiries, offering tailored support, and improving client experiences—domains where human interaction is crucial.

8.8 Automation in Social Media Management: AI-driven solutions are able to plan posts, examine user behaviour, and even reply to inquiries from clients. Although this efficiency is astounding, it affects employment that is centred on these duties since it lessens the necessity for manual social media maintenance. Social media experts may concentrate on strategy, content production, and community development, which are domains that greatly benefit from human ingenuity and compassion.

9. Influence of AI on consumer behaviour: The impact of artificial intelligence (AI) on our society and daily lives is becoming more noticeable. AI, like many other transformative

technologies, is having a profound influence on consumer behaviour. AI has transformed how businesses connect with their customers, impacting purchase decisions and changing customer behaviour. AI technology has allowed us to get more personalised services, and its capacity to analyse large amounts of data and uncover unique patterns has enabled companies to forecast, client wants with greater precision. This predictive capacity has transformed product suggestions and customer support interactions, enabling a degree of personalisation that improves customer pleasure, impacts purchase decisions, and increases customer engagement.

AI is changing not only how businesses work but also the ethics of AI, making consumers think more about business ethics. Over the years, many global tech giants have stressed AI safety and ethics. However, in the age of AI, an increasing number of ethical consumers will voice concerns not only for privacy, surveillance, and bias but also about broader societal issues like a company's environmental footprint, its role in social justice and respect for human rights.

Although the usage of AI by businesses and consumers worldwide has increased significantly, AI is also expanding rapidly in India, particularly in major cities. However, the popular usage of AI raises a number of issues, including a lack of reliable information by corporations or brands. Many times, buyers are drawn to the data offered by AI, but the purchasing experience is not as promised. The Economic Times published report on Indian customers' AI experiences and the safeguards to be considered while using AI. Report rises the issue of AI Washing.

According to the report: "India's consumer market is a thriving gold rush. Tech-savvy individuals with growing earnings are buying up the most recent products and services, ready to embrace a smarter future. However, amid the excitement, they meet a crafty thief: AI-washing. This misleading marketing tactic exploits the attraction of AI to trick people into thinking they're purchasing purportedly cutting-edge items while the truth is significantly less attractive." These sorts of brands frequently use buzzwords like 'machine learning', 'deep learning', or 'AI-powered machine' without presenting any concrete evidence of AI capabilities.

10. Conclusion: Artificial intelligence (AI) is a potent instrument that has already altered digital marketing. By knowing how AI works and the benefits it provides, marketers can use its powers to build more successful and personalised campaigns. As AI evolves, its function in digital marketing will become increasingly important. So, whether you're a marketer or a business owner, embracing AI is critical for being competitive in the ever-changing digital ecosystem. By 2023, AI in CRM operations is expected to increase corporate revenue by $1.1 trillion. 27% of worldwide customers feel AI provides better, more personalised suggestions. 63% of individuals are unaware that they currently use AI technology, such as personalised content recommendations.

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