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**Use of new technologies such as artificial intelligence
and benefits in Marketing Strategies**
By Edwin Andrey Perez Salazar

Abstract. Creating added value and generating new consumer experiences with the use of artificial intelligence (AI) is currently a factor that can boost company competitive advantage. Consequently, the purpose of this study is to conduct a literature assessment on the use of AI technologies to marketing, which will aid both the scientific community and businesses in making strategic decisions for customer-centric advertising to the customer tastes. In this context, the major theoretical contributions, emergence, evolution, trend, viewpoints, components, and contributions of AI technologies in marketing are outlined. For this purpose, Spanish and English documents were examined in databases such as Google Scholar and Microsoft Academic Search using the EBSCO and Z Library tools. On the other hand, the significance of utilising these new platforms for SMEs can be emphasised, given that a reduction in financial resources is generated, which is reflected in increased expenses and charges. Due to the use of Artificial Intelligence on e-commerce platforms, the aforementioned is reflected in the automated processes, as new systems with the ability to think and reason on their own are created.

In contrast, from a marketing perspective, it is certain that the topic of artificial intelligence (AI) is growing in popularity, which has a significant impact on market research firms because the material is already available. It must be simply know how to manage it well (Wirth, 2018). Before discussing the relationship between AI and marketing, it is necessary to define marketing as the capacity to meet the consumer's requirements and desires at some point in time, some place, and in some manner (Godwin, 2019). Lastly, among others, machine learning and natural language processing (NLP) technologies stand out as being able to increase the loyalty of specific target audiences.

Keywords — Artificial intelligence, marketing, business, information technology, machine learning, Electronic commerce, SMEs, platforms, markets, reliability and digital marketing.

List of Acronyms used: AI, Artificial Intelligence; NLP, Natura Language Processing.

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1. Introduction

There are a huge number of businesses currently competing with one another, and the use of technology is crucial to increase the influence on potential customers. This results in the construction of massive networks of devices that are automatically connected and share information without the need for direct human interaction; therefore, it might be termed artificial intelligence (AI). This circumstance prompts individuals to consider how marketing techniques will be impacted. Consumer participation has a positive impact on the cognitive image and the affective image, likewise, the formation of the image and the purchase intention vary according to the platform used to access the information (Molinillo, Liébana-Cabanillas, Anaya-Sánchez and Buhalis, 2017).

AI is the emulation of human intellectual processes by machines, including speech recognition, decision making, semantic search, and several machine learning techniques (Devang, Chintan, Gunjan, & Krupa, 2019). It is inevitable that the use of AI will accelerate on the digital frontier, closing the gap between consumers and technology, resulting in a growing investment of resources in this field. Today's world is replete with technological examples, ranging from facial recognition and sophisticated sound modulation to self-driving cars.

Much of this is possible thanks to AI, also defined as the ability of a system to correctly interpret external data and learn from it in order to use it to achieve specific objectives (Haenlein and Kaplan, 2019).

In a similar manner, it is known that in the past, people from various organisations had a great amount of information and questioned how they might separate and organise it so that they

could only access the information that would be beneficial at the moment. This is how they discovered the answer in artificial intelligence, which allowed humans to devote more time to other activities that were more beneficial to the firm, hence increasing customer happiness (Brock and Von Wanger, 2019).

Correspondingly, AI refers to the widespread belief that computers, through the use of algorithms, can think and perform tasks just like humans and actively shape human lifestyles through personalisation, continuously learning and acting in a manner analogous to human intelligence, with a focus on data analysis and decision making (Kumar, Rajan and Lecinski, 2019).

In the same vein, they stand out among the capabilities of artificial intelligence, machine learning, and deep learning. Concepts that will be increasingly utilised to enhance marketing techniques, hence reducing some of the market's most significant supply and demand disparities. Similarly, although we are presently experiencing a technological revolution due to divergent viewpoints, this event will have even greater repercussions, as it will connect totally autonomous devices with those that still require human operation. These devices will be able to exchange data with one another, thereby aiding various sectors of the economy, from smart homes to the production of automata that significantly facilitate human labour (Nguyen and Simkin, 2017).

1.1 Background of the research

The purpose of this research is to conduct a literature review on artificial intelligence (AI) and its relationship with marketing in order to provide researchers with an update on the relationship between the two concepts, search for strategic links that can be of use to

researchers, and make it easier to locate the most recent contributions in this field. The compilation and systematic analysis of the major contributions generated by various authors on topics related to AI from a marketing perspective have been conducted since 2015. This period was chosen because AI and marketing are both topics that are in a constant state of flux, and the use of more recent information is more beneficial to the study. In order to achieve this objective, the compilation and systematic analysis of the major contributions generated by various authors on topics related to AI from a marketing perspective have been conducted since 2015.

1.2 Rationale for the study

Considered were only scholarly articles, literature reviews, conference reports, and book chapters. Other document types were excluded from this work. The research was conducted using content analysis. Similarly, the obtained information is demonstrated either by approaching fundamental concepts (section 2) or by establishing the most pertinent characteristics of the direct relationship between AI and marketing (section 2.1), analysis of the resulting diverse perspectives on the adoption of AI for marketing purposes in organizations (Section 2.1).

As can be seen throughout this document, the literature review pertaining to this topic demonstrates the diversity in the relationship between the concepts considered from the perspective of different authors when referring to AI and marketing strategies; consequently, a series of final considerations are proposed that pave the way for future research in the final section of this document. With this work, it is hoped that scholars will have a complete update on the interaction between AI and marketing strategies, thereby avoiding the spread of ideas and concepts used by academics and business leaders that are frequently out of date from a contemporary standpoint.

1.3 Statement of the research objectives

The first topic is the development of digital marketing over time and how it fits into emerging fields like artificial intelligence.

The second theme is to determine the significance of the application of new technologies to brand building.

The third theme concerns the use of artificial intelligence in the business world.

Thematic Section Four: The Benefits of AI for Businesses and How It Can Be Adapted

Thematic element 5: A generator of dynamic content

1.4 Information gathering & Data collection technique used

The research that will be conducted during the production of the work is a mixed investigation, as both quantitative and qualitative data types will be handled. In addition, data will be collected via various approaches, including primary sources, organizations, and the population, among others.

Primary sources include interviews and surveys, whereas secondary sources include databases, executive summaries of organizations, publications, and national reports, among others. For the development of the investigation.

1.5 Expected Outcomes of the study

Media outlets who are able to recruit and utilize a wide variety of backgrounds and talents have a substantial advantage. As there are few or no liaisons between the media and the tech industry, it is difficult for media development agencies and tech start-ups to find media professionals to speak with about AI and data processing. The purpose of this position is to have a basic understanding of what this entails and to comprehend how modern media is altering the way media work, the range of roles in the newsroom, and the environment in which they operate.

1.6 Chapter by chapter Overview

This topic will address the need for up-to-date and correct information regarding the deployment of advertising campaigns as a commercial strategy and the benefits achieved when it is implemented within businesses. Those who implement Proximity Marketing tactics utilizing modern technology and even considered dynamic content. On the five primary subjects of this inquiry, the overview of each chapter includes:

- Chapter 1 The history of Digital Marketing incorporating it into a new era such as artificial intelligence.
- Chapter 2 Examine whether AI contributes to the growth of digital marketing by analysing 1 successful case.
- Chapter 3 To define the elements that influence the application of artificial intelligence in e-Commerce digital marketing.
- Chapter 4 Using surveys, determine the impact caused on users by the implementation of artificial intelligence in SME e-commerce.
- Chapter 5 Relate the application of artificial intelligence tools to digital marketing strategies through dynamic content.

2. Literature Review

Individuals have limited capacity to digest information, formulate strategies based on that information, and create customer-specific content. In contrast to what was stated in earlier paragraphs, artificial intelligence systems have an almost endless capacity to process data and provide more accurate estimations, recommendations, and content.

way, faster and less expensive.

AI has become a ubiquitous word used to describe numerous sorts of advanced technology; yet, its colloquial use can lead to a number of misunderstandings. AI is no longer restricted to computing activities, tasks, and statistics; it makes over 200,000 trades every day, including those on Wall Street, and can generate millions of consumer behaviour forecasts based on their attitudes every day.

Since 2010, the amount of data produced in the globe has reached the ZB level, despite the fact that it is well-known that big data is the driving force behind modern businesses (1ZB is approximately 1 billion GB). Similarly, AI is utilized in all spheres of life, ranging from the intelligent regulation of wind energy to the intelligent prediction of future consumer behaviour; hence, one possible definition of AI is that it is a science that gives robots almost human intelligence and reasoning (Zhang, Ming, Liu, Yin, Chen & Chang, 2019). It is important to note that knowledge-based information systems are decision-making aids in complex settings. For instance, modelling based on market studies that exhaustively describe consumer behaviour (Stalidis, Karapistolis and Vafeiadis, 2015).

The Turing test is a wonderful approach to assess artificial intelligence because it provides insight into "stranger dialogues" that reveal what qualifies classification of a language response as "acceptable" (Warwick and Shah , 2015). In other words, the optimum technique to evaluate the effectiveness of AI in scenarios such as chatbots depends directly on its capacity to connect with humans by adapting to their language, thus if the person dealing with the AI quickly realizes that it is not a human, the test should be deemed a failure.

Google's Duplex, a computer system with near-human, natural language capabilities that produces human-voiced conversation while doing a series of user-requested activities, such as

making restaurant reservations, is another excellent example of artificial intelligence. In addition, developers saw Duplex as a chance to put natural language to use in real-world apps, as Google supplied them with guidelines for building application programming interfaces. In a positive development for Google, it was confirmed that Duplex had passed the Turing test (O'Leary, 2019).

2.1 Importance of the direct interaction between AI and marketing

Mercadé- Melé, Molinillo, and Fernández-Morales (2017) state that marketing plans must be founded on the learning received from customer preferences, thus becoming increasingly accurate and closer to what is most appealing to the market, in order to achieve better credibility. AI makes use of both accessible communication methods and electronic equipment, as well as the information they store and retransmit, in order to bring supply and demand closer together, hence decreasing the costs associated with the current distance between them. Similarly, if it is assumed that financial investment plays a crucial part in innovation, it is highly advantageous to employ AI to increase market penetration, brand recognition, and customer profile knowledge without surpassing available resources.

Gradually, new technologies have brought about a number of inventive improvements in daily life, which have served to make humans' lives easier and more pleasant by replacing a number of monotonous jobs with technologies and applications. In this way, AI has established a presence in diverse industries, ranging from the health sector to manufacturing and marketing. Nevertheless, the most evident relationship between AI and marketing is in semantics, upon which hypertext systems are founded, and how to manage the formation and maintenance of a vast number of interactions and instances of dynamic relationships and the information gathering. Additionally, it has been verified that, currently, it is common for the semantics used

by AI when interacting with the human user to pass the Turing test (Pourabdollah and Brailsford, 2015).

2.2 The significance of using new technology for branding.

Clearly, by employing AI in the field of media marketing, consumer contact is made closer and more personal than in the past, as it becomes feasible to accomplish more precise segmentation. Such segmentation enables AI to be used for direct marketing, as each consumer may be influenced independently. Therefore, despite the fact that AI affects a large portion of the population's daily activities, particularly those related to marketing, it is important to note that there is constant feedback from the user to the organizations, allowing them to learn your tastes and interests so that you only receive advertisements that are relevant to your preferences (Abashidze and Dbrowski, 2016).

AI is currently one of the most popular phrases in business, as it has proven to be a highly effective tool for numerous marketing applications. AI has existed for decades, but its recent popularity is due to three factors: the expansion of Big Data, the availability of inexpensive and scalable computer power, and the development of novel techniques for its application. 2019

Prior to the Big Data revolution, one of the issues with many AI technologies was that they required large amounts of difficult to obtain data to be implemented. In addition, even when large-scale data was available, the time required to train AI models with this data is sometimes excessive and consequently impractical.

2.3 Artificial intelligence and its marketing applications.

Recent advancements in AI have piqued the curiosity of both business and public sector entities. AI is here to stay and should be exploited to the advantage of individuals and organizations, as the chance of AI-powered mass consumer goods machinery and augmented intelligence (the human harnessing of AI) being a reality in the near future increases (Sandeep, 2019). Similarly, marketing is one of these areas that frequently uses these technologies to enhance jobs and get more effective and efficient outcomes. In the realm of marketing, for instance, the use of computer and communication technology has led to the creation of content marketing, which is an entirely novel technique (Kose and Sert, 2017).

In addition, some authors have demonstrated that AI applications that are directly related to customer service have been developed specifically for digitization, automation, and advertising at points of sale, and that the majority of them seek to obtain information from screens, language assistants, and robots. As a result, changes in current processes and tasks involving the application of AI are based on self-diagnosis, which has been facilitated by self-diagnosis. AI has become a necessity for businesses.

In Saudi Arabian small and medium sized enterprises, for instance, AI is crucial for promoting company by combining next generation go-to-market technology. In this country, businesses face marketing challenges backed by AI (Basri, 2019).

However, it has also been argued that AI has a number of new consequences for marketing, particularly B2B (business-to-business) marketing, with the storage and organization of enormous amounts of data being the most significant influence. Although, as with any emerging technologies, there is an underlying issue, and that is the fact that, on the one hand,

directors of organizations are eager to implement AI, but many of them do not understand how it operates or its potential effects on knowledge management. Similarly, other authors emphasized the uttermost significance of the proper application of analytical instruments, a theme that has recently been emphasized in marketing in general.

On the other hand, it has been observed that the most obvious effect of AI in marketing can be seen in the increasing frequency of online transactions, which provide alternative products and prices with direct home delivery. Such items are promoted based on consumer preferences, which has a direct effect on the traditional marketing mix, which consists of product, pricing, distribution, and promotion.

As a result, it is clear that AI's prospects are on the rise and that it will eventually entirely transform marketing as it is currently practiced. It is also vital to note the deployment of a new technology for the collection of information that might turn organizations into test subjects, which, despite the fact that it may be less expensive for businesses, could be damaging given that they would pay for testing. if the results were not as anticipated. This might have a detrimental effect on the marketing mix, which would directly translate into a decline in sales and, consequently, financial performance (Jarek and Mazurek, 2019). Even though AI has the potential to improve employee abilities and performance, little research has been conducted on the topic of sales and AI, particularly in the telesales industry. seller significantly in this area, seems to have been ignored.

2.4 Advantages and its adaptation of AI for companies.

It should be noted that, although the potential of new technologies such as AI has been reviewed and discussed conceptually and theoretically in numerous studies (Saarikko, Westergren, &

Blomquist, 2017; Russo, Marsigalia, Evangelina, Palmaccio, & Maggioni, 2015; Lee and Lee, 2015), many questions remain unanswered, including what are the motivators and inhibitors that have led to its current growth and why. However, some authors have noted that the usage of AI has been more pronounced in the case of consumer-facing businesses (B2C).

As a result, although technology and advertising dominate the business world, for a company to be competitive, it must adopt more aggressive strategies in all sectors, and AI is one of the finest instruments for this. However, other authors have mentioned that the use of AI has been more evident in the case of companies that are aimed at the final consumer (B2C). As a result, although technology and advertising dominate the business world, for a company to be competitive, it must adopt more aggressive strategies in all sectors, and AI is one of the finest instruments for this. With the implementation of AI, organizations can reach the hearts of consumers by presenting them with only the content that may be most relevant to them based on their previously expressed preferences, thereby generating a cluster analysis that enables the creation of market niches based on preferences and not just geographical factors.

The presence of AI assisted by IoT (Internet of things) enables the expansion of the information-gathering capabilities of mobile devices, such that they increasingly share information gleaned from diverse sources regarding user preferences and device usage patterns. The simplicity of use of an application inspires user confidence, which in turn leads to an increase in the use of applications that use AI into their marketing tactics.

2.5 Dynamic content generator

It is important to note that AI has proven effective in numerous process automation applications, resulting in improved customer service quality; yet, firms have not been able to

deploy it directly on a marketing project. It should be noted that there is a great opportunity, and it involves the correct application of data mining, to get to know users in such a way that it is possible to influence consumers only with products and services that are of interest to them, while completely filtering out any seemingly irrelevant result (Overgoor, Chica, Rand and Weishampel, 2019).

From the same premise, it should be noted that a substantial portion of the data used by AI in many instances is unstructured data, which is currently reconfiguring the markets (Balducci and Marinova, 2018). Consequently, many businesses continue to underutilize this increasing volume of current data. While AI has made the previously obtained data extremely useful for marketing management in some of the most technologically savvy companies, it has also created a whole new terrain for marketing and generate content for research.

Similarly, retail, which has evolved dramatically since the proliferation of mobile phones, is another fundamental area where AI and the marketing needs of organizations are intertwined. Although they have been well received, virtual assistants such as Siri, Cortana, and Alexa, among others that trough our information they are gathering creat new content based in our tastes and are still in an early stage of development A vivid illustration of this is the use that businesses make of the emotions of consumers through the analysis of emotionally extractive sites and the mechanisms through which emotions and knowledge of these become data for manipulations, as is the case with social networks.

3. Methodology

There is no denying that the Internet has had an impact on the publication and dissemination of intellectual works. If there has been a significant growth in the quantity of information

sources, then this has been followed by the appearance of a wide variety of options for locating the literature and gaining access to it. Search engines, databases, indexers, aggregators, journal and/or publisher websites, social networks, tools for commenting on and sharing articles, and a great many others have been developed and refined over time to provide users with multiple access points to the same content. These multiple access points allow users to interact with the content in a variety of ways. Although little is known about the search behaviours of users of scientific literature how academics, researchers, students, instructors, and professionals search for and select content of interest in the midst of information overload this does not imply that the search techniques we employ are incorrect, as it adjusts the techniques we employ while simultaneously and gradually implementing our project. For example, academics, researchers, students, instructors, and professionals search for and select content of interest in the midst of information overload.

3.1 Theoretical Paradigm

While bibliographic databases are still the most relevant source, their importance has been diminishing since 2008, giving way to academic search engines, social networks, and aggregator services such as EBSCO, ProQuest, and JStor, which allow me to conduct a more comprehensive search for my project. One of the secrets to the success of our study is its relevance and internal consistency. This indicates that the literature and background review must be followed by the formulation of objectives, research questions, and hypotheses (where applicable), as well as the selection of suitable resources and methods. If an investigation were a voyage, the aims would be the destination and the procedures would be the path.

3.2 Justification for the adoption of method

The research that will be conducted during the production of the work is a mixed investigation,

as both quantitative and qualitative data types will be handled. In addition, data will be collected via various approaches, including primary sources, organizations, and the population. Thus, the research method will determine the trajectory of my study; I will begin collecting data and then delve into it as part of my strategy. In this way, the methods, materials, and procedures chosen will influence the achievement of all of my stated objectives, the emerging results, and my ability to draw conclusions.

3.3 An outline of sampling technique and sample size

In the world of marketing, researchers are all aware that the term "personalization" refers to a group of activities that comprise strategies and actions that enable businesses to provide a wide range of products and services to their customers in a manner that is distinct from one another. This is the definition of personalization.

Because it was difficult to get in touch with various marketing companies, the sample was taken from a small company in Lithuania that specializes in the production of leather accessories. This company participated in a personalized survey, and the questions asked were directed toward a marketing specialist working for the company.

Because of the need to secure customers' personal information through this relatively tiny organization, I will simply refer to CHC and another small business based in Dublin called Picado, small Mexican Pantry Business, at the end, there is another company that is currently in expansion and has decided to present just as FORMIDEON

Company	Place	Years in the market	Position
CHC	Lithuania	8 Years	Founder
Picado	Dublin	11 Years	Owner
FORMIDEON	Dublin	7 Years	CEO

3.4 Method used

This research was exploratory in nature and consisted of an in-depth analysis of the relevant previous work. The sources of information or consultation, as well as those of a bibliographic character of reputable studies such as periodicals, digital newspapers, and yearly publishing reports, have been investigated.

The following research questions served as the basis for its execution:

“Use of new technologies such as artificial intelligence and benefits in Marketing Strategies”

The following criteria, which were determined through qualitative research, were used to choose this body of work. Only studies that used a qualitative paradigm were considered for inclusion because this approach was deemed to be the most appropriate for answering the research question and providing the most compelling evidence, which can be found in Appendix 2. Therefore, the research method that I choose will determine the path that my study takes; one component of the strategy that I am utilizing involves starting to collect data and then delving into it. In this way, the methods, materials, and procedures that are selected will have an impact on the accomplishment of all of the goals that I have outlined, the outcomes that will emerge, and the conclusions that can be drawn as a result.

According to the findings of primary research, the majority of people use the internet through their mobile phones, followed by computers, which are more likely to feature advertisements relating to marketing.

Triangulation as an Analysis Procedure for Educational Research is the title of a research work written by Vallejos and Finol (2009). In this article, the authors highlight the following:

When doing social research, triangulation has several benefits since it makes use of a variety of approaches, each of which acts as a filter through which reality is captured selectively. For this reason, it is practical to gather data about events using a variety of different approaches. The researcher will receive a higher degree of trust as a result of the fact that the methodologies are distinct from one another. The possibility of subjectivity in any act of human intervention in this work has been reduced to a minimum by performing the work in this manner.

Once the information has been gathered, it can be used to examine the research item from a variety of perspectives. This is particularly useful when the topic under investigation is wide and is affected by a number of distinct causes, which may or may not be related to one another. The fact that this investigation draws on a wide range of fields is not the only factor contributing to the triangulation approach's applicability. The design of the instrument that is used to acquire information (qualitative and/or quantitative) is improved as a result of this. In addition, it is possible to conduct a combined and synchronous examination of the data obtained, and this analysis will produce accurate results. All of this is summarized in the table that follows, which pertains to quantitative research:

<p>Theme 1</p> <p>The history of Digital Marketing incorporating it into a new era such as artificial intelligence.</p>	<p>Key words</p> <p>Relation with the digital era. Artificial intelligence</p>
<p>Theme 2</p> <p>Identify the importance of the use of new technologies for branding.</p>	<p>Social networks of brands. Advertising links. Access to The Internet</p>

Theme 3 Artificial intelligence and its application to marketing.	Tools and purchases online.
Theme 4 Advantages and its adaptation of AI for companies.	Promotes programmatic advertising through predictive algorithms, capable of constantly learning and improving.
Theme 5 Dynamic content generation.	YouTube, Spotify, Amazon, Interaction, recommendations?

3.5 Ethical Section

In this particular piece of work, three different aspects of ethical conduct were taken into consideration. These aspects included the purpose of the survey, as well as what taking the survey would entail, and the fact that all of the information gathered, regardless of whether it was sensitive or not, would be kept anonymous and used solely for research purposes, as well as how it would be indicated according to:

- Guidelines for the dissertation and the ethics of the university
- The characteristics of the research method and measurements
- The choice of the appropriate sample approach

And all this refers to the appendix and the format that is provided by the school.

4. Findings

AI is still a fertile ground for marketing communication with a large number of open fronts from an advertising perspective; however, despite all of the benefits it offers, it has not been fully exploited. This is because, although it can be used to deliver personalized advertising, not only regarding the customer's name but also regarding the products and services that are of interest to them, it can also prevent different types of audiences from being exposed to potentially offensive content. For example, AI can prevent different types of audiences from being exposed to potentially offensive (Deng, Tan, Wang and Pan, 2019).

4.1 Digital Marketing's history includes AI.

Customer interactions are an essential component of marketing, and they thrive in an environment in which commitments to meeting deadlines are consistently honoured. When AI is utilized in marketing, particularly in the supply chain, this is encouraged since it lowers the possibility of errors, which translates into better interactions with customers and consequently more recommendations, this was mentioned by one of the founders of CHC.

Another topic that is strongly associated with AI is content marketing. The importance of content marketing has been steadily increasing thanks to advances in technology, most notably social networks, which provide the means to communicate with prospective customers.

Because intelligent content can now begin to be constructed, which will eventually reach users through intelligent content marketing, which translates into an advancement that arises from combining AI with traditional marketing, it is clear that the future of this type of marketing will feed directly from AI and traditional marketing, some other of these trends are also based on socioeconomic changes; however, technological advances have been more relevant for

researchers, highlighting the need to change the traditional marketing mix for a new concept based on AI, Big Data, and IoT, so that organizations do not gradually fall into obsolescence.

4.2 A successful scenario to determine if AI boosts digital marketing.

From a different point of view, one thing that many authors have neglected to take into account is the point of view of the consumer, who in today's linked and interactive world interacts with businesses much more closely than in years gone by. This is due to the fact that it is supported by social media platforms, which, in contrast to traditional media, allow for two-way communication and give users access to significantly more specific information regarding goods and services (Stephen, 2017).

That is, in this age of connection, when individuals and organizations may communicate with one another in real time despite the distances that separate them physically. Although digital technologies have become a catalyst for the transformation of paradigms, innovations are the result of these technologies and create a wide range of possibilities during the change of our cognitive processes. Although digital technologies have become a catalyst for the transformation of paradigms, innovations are the result of these technologies. In the end, it became simpler for smaller companies like Picado Mexican to communicate with chatbots. This is based on the assumption that chatbots can facilitate a series of processes, including marketing and post-sales activities. These activities can range from resolving basic user questions with the help of prior programming to carrying out more complex tasks that learn gradually through activities that are constantly repeated (Kaczorowska-Spychalska, 2019).

Both the design and the analysis methods currently used by researchers on these topics are constantly changing due to transformations in management skills, information technologies,

and obviously the behaviour of the marketer. The role of marketing continues to evolve at dizzying speeds, and both the design and the analysis methods are used by researchers on these topics. consumer (Hair, Harrison and Risher, 2018). (Hair, Harrison and Risher, 2018). Now, in order to effectively handle all of the aforementioned shifts, it is essential to be in possession of the appropriate technologies, with artificial intelligence (AI) at the top of the list due to its capacity to amass and arrange information.

4.3 To establish the elements that influence the deployment of artificial intelligence in e-Commerce digital marketing.

The implementation of technological innovations has turned into a way of life because these innovations implement solutions according to the individual needs of users, whom they gradually get to know based on their previous decisions and general preferences. As a result, technological innovations have become a way of life. In this way, a fascinating conversation between intelligent devices and humans can begin to take place thanks to AI. Even though these technologies are currently only able to assist in the resolution of insignificant issues, in the future, thanks to advances in machine learning, they will be able to address more significant problems. (Constantinescu, 2019).

The term "marketing intelligence," which is based on modern technologies such as AI (Lies, 2019), is a term that is capable of integrating the concepts of artificial intelligence with marketing.

With the help of this innovative idea, more complex issues pertaining to marketing strategies can be incorporated. These can range from outreach to various digital application areas to intelligence as a social engineering technique, and can encompass everything from simple

computing to data mining. This can help facilitate a rapprochement between customers and businesses, which in turn facilitates the development of more beneficial business relationships. There are now a variety of trends in marketing that are based on technology, but the most important ones are AI and social networks. This is because both of these things may be linked for various marketing goals, the most important of which is to know the user.

In a similar vein, it is possible to ascertain which aspects of the commercial distinctiveness of the brands and products are regarded by the customer as being of the utmost significance, and then to place the utmost emphasis on those aspects in the advertising that will be distributed via digital media (Grossberg, 2016).

In relation to what was discussed earlier, it has been ensured that users of social networks have the ability to create open and semi-open profiles within the systems of which they are a part and are therefore able to know the activities that other users in the same environment carry out. This has been accomplished by ensuring that social networks allow users to create open and semi-open profiles (Liao, Hsiao , Li and Lin, 2015).

Because these networks are composed of a huge number of individuals who engage with one another and form relationships with one another, it is much simpler for marketing experts to have an individual impact on consumers when they are assisted by artificial intelligence. It is important to highlight the significance of the development of cognitive computing (a term used to refer to AI) and its relationship with current marketing trends. Starting from the same principle, it has been mentioned that the possible influence of market disruptors in current commerce has already been mentioned. The fact that technological marketing needs to be oriented toward the future, using current disruptors as a starting point to impact current and

potential markets, and seeking for organizations to remain competitive in spite of accelerated changes in the business environment is an obvious key point of this relationship. One of the most important aspects of this relationship is the fact that (Elbeck, 2018).

4.4 Determine the user impact of AI in SME e-commerce using surveys.

According to Pinto, Santos, and Barbosa (2013), the most important part of marketing is the delivery of value. This reflects different aspects of the product, such as goods, ideas, services, information, or any type of solution that is centred on the requirements of the consumer. According to Picado the utilization of smart technology to assist in the formulation of sales projections and forecasts of pattern developments in the market contributes to the improvement of this situation.

AI technologies that are applied to marketing are transforming the way companies work, as well as the way they interact with customers by improving transaction processing and analysis capabilities. Many discussions about AI in the media have focused on the concept of "robots that write articles," which has given rise to some misunderstandings. AI technologies that are applied to marketing are transforming the way customers interact with companies by improving transaction processing and analysis capabilities.

According to our findings, there is a potential opportunity to take advantage of automation to streamline internal processes and continue to collect information through email marketing surveys when there are repetitive tasks and a large number of processes involved. This opportunity may exist when there are a large number of processes involved. In point of fact, editorial uses are just one subset of the many possible applications, which include anything from internal operations and product development to business tasks.

4.5 Apply AI to digital marketing with dynamic content.

As a part of this review of the article that is going to be presented, and based on the results of our survey, it has been discovered that Alan Foran, the owner of Picado, hired a small marketing agency that specializes in recent automated teaching studies in marketing with a technology called MindTitan that Its main objective is the development of solutions with the assistance of artificial intelligence for chatbots and Big Data.

It is a practical guide in the employment and use of artificial intelligence in business applications the company, and at the same time it rewards a better understanding and the appropriate level of security that is required to change your organization into a future entity that is viable, innovative, and competent. This guide was written by the Artificial Intelligence Foundation. When discussing the connection between marketing strategies and AI, one of the most important aspects to consider is the capacity to accurately predict the performance of new product development and to seek marketing strategies that respond appropriately. Because of this, the coding and development of an AI system to select the most appropriate growth strategies for organizations can allow them to be more competitive in the current market by adapting to different products, services, and the markets for each of those products and services. In order to consistently impact the consumer, this is necessary (Soltani-Fesaghandis and Pooya, 2018).

In a similar manner, the utilization of AI in conjunction with machine learning has made it possible to increase the relevance of marketing programs for each individual customer segment and will eventually serve as the primary foundation for all future marketing strategies. This was made possible by the fact that AI was used in tandem with machine learning (Starostin, 2018).

On the other hand, it is important to take into consideration the fact that there are significant differences in the intention to use, given that this differs depending on the level of experience that users have with robotic systems and AI.

The utilization of this kind of technology has really been an investment for FORMIDEON because the expense represented has involved more than that, if not also the acquisition of new technologies to better their plans, and Big Data has been one of the best expenditures that have been made. , the business's marketing department was brought in:

Distribution as well as post-purchase and ongoing customer service

Contribution to marketing: Offers significant information resources, the examination of which makes a significant contribution to the field of consumer psychology.

Customer Relationship Manager, abbreviated as CRM, is a software application for managing relationships with customers that:

1. It automates the processes of behaviour prediction.
2. Is responsible for the direction of customer acquisition and retention programs.
3. Control all business-related activities using a centralized dashboard.

Significant benefits for the department:

1. It is possible to tailor advertising to the specific interests of the customer.
2. Optimize sales processes
3. Provides superior after-sales service.

It is recommended that businesses implement marketing techniques that engage customers who

already have expertise interacting with AI, while simultaneously establishing a set of subjective standards for customers who have less knowledge in this area. According to Belanche, Casaló, and Flavián (2019), the knowledge of people who feel more comfortable with such interactions could be used to share their opinion and knowledge with people who are less identified in such a way that the positive experience of the former is transmitted to the latter through advertising. In this way, the knowledge could be used to share the opinions and knowledge of those who feel more comfortable with such interactions with those who are less identified.

5. Conclusions, limitations and suggestions

5.1 Conclusion

Because of the AI concept, businesses that include it in their marketing strategies are able to anticipate the orientations and preferences of their customers, monitor and analyse their purchasing behavior, and therefore anticipate the next consumer actions in this regard, as was the case with Picado.

In a manner similar, the introduction of artificial intelligence (AI) and the application of AI in all marketing strategies are on the horizon for the not-too-distant future. This is because the application of AI to support marketing strategies significantly narrows the gap between supply and demand and makes decision-making easier. decisions made by those in charge of marketing in organizations, and as FORMIDEON demonstrates in the years in which the company has been progressing, the interest in artificial intelligence (AI) and its impact on marketing and, in particular and personally, is that of consumer goods, has gained momentum again, and is involved in a more accurate way before the administration and customer relations (CRM).

The topic of radical shifts has surfaced once more, but this time the discussions are not confined to the realm of decisions pertaining to marketing; rather, they encompass a significantly wider range of topics. It is important to note that 28% of marketers are currently employing AI for the purpose of product suggestion (Kotane, Znotina and Hushko, 2019).

This could imply that in addition to the Turing test, a helpful instrument to analyze the effectiveness of AI is to evaluate the percentage of potential customers to whom a product was recommended and then determine how many of those customers actually buy the product.

Since AI increasingly simplifies market research and the application of the results that can be obtained from said investigation, it is possible to guarantee that the few businesses that still intend to carry out marketing tasks without incorporating AI will eventually become obsolete. This is because AI makes it easier to use the results that can be obtained from said investigation. However, until further notice, it is still dependent on human interpretation. This study paves the way for additional research to be conducted in the future that empirically and metrically illustrates the results of incorporating AI in marketing strategies in a particular industry.

5.2 Limitations

The literature review conducted in connection with this topic reveals that although there are a large number of academic documents about marketing strategies and about AI, there is not so much material available that links both concepts together. This is shown by the fact that there is not so much material available that links both concepts. As a result, it is impossible to make any additional findings beyond those that are most obvious after going through the literature study. These are the conclusions that have been offered below:

- The consumers of the products should be the primary focus of the brands. However, when it comes to chatbots, it is really necessary for marketers to have this knowledge, despite the fact that they should already have it. To have a fruitful conversation, it is necessary to focus on the individuality of the people you are talking to and to tailor your comments specifically to their needs.

Due to the almost lack of availability on the part of small businesses, they had to try to contact by different channels, one of them was face-to-face, (FORMIDEON) a company that is currently growing, the information collected was somewhat summarized, In fact, they requested that the information provided be brief and concise, and not to be shared, on the part of Picado, the owner did not want to provide complete information about the Marketing Agency that he contracted and all communication was done through WhatsApp since apparently it was part of a small family business, and even This is how they provided information, and finally CHC all the communication was by email.

As a result, it is essential to adapt and customize the content, services, and integrations to best meet the needs of an individual, and to use that conversation to drive machine learning into AI. Adapting and customizing the content, services, and integrations to best meet the needs of an individual is essential.

This can be determined using the Turing test, which was discussed earlier, such that eventually, the artificial intelligence develops superior interaction capabilities with the user, finally getting to the point where it is practically impossible to tell that it is not a human being.

- The rise of artificial intelligence in marketing is not happening in a vacuum; rather, it is occurring in tandem with the rapid advancement of technology in general, including frontline

operations such as contact centers or resource management. This is the case because AI does not exist in a vacuum.

This development contributes to the implementation of artificial intelligence in marketing in the sense that it computerizes other aspects of commerce and generates data that can be used to support AI. It also means that the use of AI must be integrated with these applications in order to automatically take the data and make specialized recommendations to both marketers and end consumers.

5.3 Suggestions

A problem-solving approach can be taken via new public-private partnerships and collaborations with AI research institutes to find areas in which AI, machine learning, and data processing methodologies (as opposed to technologies) might give a better catalytic drive towards corporate development.

The formation of partnerships can be an effective method for pooling resources, skills, and knowledge that are complementary to one another. This can lead to the creation of new business models that bring together the interests of businesses and society with applicable sustainable development objectives.

The implementation of a strategic plan is essential, and in order to make progress in this area, collaborative partnerships are required not only within the media business (from small to large companies, and from old to modern practices), but also between the media sector and other fields.

To further fuel its potential, it is necessary to gain a deeper understanding of the global reach and growth of digital media in Central and Eastern Europe. Additionally, more research is required to identify and map how AI solutions can fit the needs of small media, medium media, and large media in emerging markets.

The identification of the processes and difficulties that can be addressed by AI should be the focus of both support and action. Invest in the production of public or private scalable data sets that can be used by newsrooms in emerging countries based on quality, timeliness, and accessibility of the data sets (structure and legality).

The purpose of supporting long-term education and training programs with emerging market media and research institutes is to share best practices and test use cases. This is done with the intention of reaching and engaging new local audiences through the use of data, editorial analytics, and automated content.

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APPENDICES

Appendix I: Informed Letter of Consent Plain Language Statement

Informed Consent Interviewee 1

Informed Consent Form/ Plain Language Statement for Business Research Project for BABS BAM /BAAF students in year 3 Independent College Dublin.

Research Study Title : -----

Purpose of Research : -----

Dear -----

You are being invited to take part in this research study as you have had experience in the ---
----- . This research study aims to gain an understanding of the
challenges and issues that -----.

This research is being carried out by -----as part of a Degree in Business Studies
in Independent Colleges Dublin. The study is being conducted under the supervision of Prof
Andrew Deegan and Dr. Daniel O’Sullivan (School of Business ICD).

Type of participant:

- I..... voluntarily agree to participate in this research study.
- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.
- I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.
- I understand that participation involves...[outline briefly in simple terms what participation in your research will involve)
- I understand that I will not benefit directly from participating in this research.
- I agree to my interview being audio-recorded
- I understand that all information I provide for this study will be treated confidentially.
- I understand that in any report on the results of this research my identity will remain anonymous.

This will be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of people I speak about.

- I understand that disguised extracts from my interview may be quoted in my research project
- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.
- I understand that signed consent forms and original audio recordings will be retained in [specify location, security arrangements and who has access to data] until [specific relevant period – for students this will be until the exam board confirms the results of their dissertation].
- I understand that a transcript of my interview in which all identifying information has been removed will be retained for [specific relevant period – for students this will be two years from the date of the exam board].
- I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Signature of research participant

Signature of participant

Date

Signature of researcher

I believe the participant is giving informed consent to participate in this study

Appendix II: Sample Questionnaire

Survey Questionnaire

1. How old are you?
2. Where are you based?
3. Are you related to the digital age?
4. Do you know about artificial intelligence?
5. How often do you use a mobile device to access the internet?
6. When entering websites or social networks of brands, do you do it through direct or advertising links?
7. Do you know about artificial intelligence?
8. Have you made purchases through recommendations within web pages?
9. Are you for or against the use of robots or artificial intelligence within a company?
10. Are you subscribed to a newsletter of a well-known brand?
11. Is it annoying to receive advertising email?
12. Do you usually accept terms and conditions when entering your personal data and review each one of them?

Interview Questionnaires.

Question 1. Where was the company first settled?

Question 2. How long has the company been active in the market?

Question 3. What have been the most representative challenges for the company when using new technologies?

Question 4. What is the impact, if any, of personalization on the advancement of customer relations?

Question 5. Do you think customers/prospects expect a personalized experience?

Question 6. In which channels or media do you use the personalization and use of AI?

Appendix III: Interview Schedule

Interview	Channel	Date	Time	Duration
CHC	Email	11/11/2022	N/A	N/A
FORMIDEON	Person	16/11/2022	8:30 a.m.	23:00 min
Picado	WhatsApp/Person	25/11/2022	N/A	15:00 min

Appendix IV: Transcription Interview

Question 1 Where was the company first settled?

It was in Lithuania, the idea began between my brother and me, which was based on the idea of my grandfather, who taught us the manufacture and handling of leather for different accessories when we were little.

Question 2. How long has the company been active in the market?

There have been good and bad days, as for any company, the idea started in 2010 and it was not until around 5 years after that we began to be profitable.

Question 3. What have been the most representative challenges for the company when using new technologies?

Undoubtedly getting income for the operation of the company, keeping the business afloat since during the pandemic the work was simply done from home, and we had to invest in new strategies to attract new clients, and as you mentioned, one of them It was to attract new customers through discounts, we did all this through emails.

Question 4 What is the impact, if any, of personalization on the advancement of customer relations?

According to our marketing specialist, the advance and progress that CHC has been demonstrating has been incredibly significant, since sales have increased relatively, and something that started from something traditional has jumped to a e-commerce, and this is for me something I really need to work in order to understand even more the customer thinking.

Question 5 Do you think your prospects / customers expect a personalized experience?

Personalization has made us gain ground, three out of four of our customers receive personalized emails based on previous purchases. Our marketing specialist has provided us with financial reports showing where and how they are applying personalization to emails, and one in two are personalizing websites or customer-oriented searches. and less than a third are using it with a mobile app (31%) or a web app (24%). Based on this (results) it is personalized and a trend towards the elaboration of new products is created.

Question 6. In which channels or media do you use the personalization and use of AI?

Most of the contact is made through email and publicity through text messages (this has been a somewhat traditional practice, because the information we have has been gradually gained through clients who have gone making purchases on our website and that is where our specialist begins a more detailed personalization of the sales to be made, once customers receive our offers through email, we provide a link that redirects to our social networks, it is there also when you have the opportunity to expand our business.

Appendix V. Reflective Diary

Because I am a student in another country, the amount of effort that has been put into this work has been excessive, and I am certain that it will contribute an excessive amount to the future. Despite the fact that this research has been somewhat laborious, I must admit that at the same

time it has made the limitations and barriers that are found in our day to day life minimal, but not limited. I would like to make this point known.

The journey has been too long since I began working on this project at the beginning of the previous year. Looking for material in both Spanish and English has been a hindrance to my comprehension as well as the path that my work is taking.

I am able to say with great pride that I have completed one of the jobs that have required the most effort on my part. Because I have been working on it in my spare time, during vacations or school breaks, they have attempted to coerce me into quitting, but those instances are either brief or momentary lapses in strength. in which one can fall, but it is only that: fall...from the ground one never passes, and there is no other option other than to get up and continue on.

On the other hand, on November 6 of this year, my boss, Lucas Cardoso, asked me if I would achieve the objective of my work, which would be a positive response from the research question and would be to obtain and give a positive point of my research, and this was accomplished thanks to the fact that the attempts to contact CHC were successful. In other words, I was able to obtain a positive point of my research.

The data collection had been going on roughly since the month of October, and after I had been calling him since the beginning of November, Vladimir, the founder of the CHC company, was kind enough to get in touch with me once more and answer my email, providing responses to the questions that had been asked previously.

Appendix VI Copy of Ethical Form A

Form A: Application for Ethical Approval	
Undergraduate/Taught Postgraduate Research	
This form should be submitted to the module leader for the relevant initial proposal and/or the relevant supervisor if the proposal has already been accepted.	
Please save this file as STUDENT NUMBER_AEA_FormA.docx	
Title of Project	Use of new technologies such as artificial intelligence and benefits in Marketing Strategies
Name of Learner	Edwin Andrey Perez Salazar
Student Number	51708663
Name of Supervisor/Tutor	Lucas Cardoso

Check the relevant boxes. All questions must be answered before submitting to the relevant lecturer / supervisor. Note: only one box per row should be selected.

Item	Question	Yes	No	NA
1	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Will you tell participants that their participation is voluntary?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Will you obtain written consent for participation (through a signed or 'ticked' consent form)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	If the research is observational, will you ask participants for their consent to being observed.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Will you tell participants that they may withdraw from the research at any time and for any reason?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Will you give participants the option of not answering any question they do not want to answer?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Will you ensure that participant data will be treated with full confidentiality and anonymity and, if published, will not be identifiable as any individual or group?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Will you debrief participants at the end of their participation (i.e., give them a brief explanation of the study)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	If your study involves people between 16 and 18 years, will you ensure that passive consent is obtained from parents/guardians, with active consent obtained from both the child and their school/organisation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10	If your study involves people less than 16 years, will you ensure that <u>active</u> consent is obtained from parents/guardians <u>and</u> that a parent/guardian or their nominee (such as a teacher) will be present throughout the data collection period?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
11	If your study requires evaluation by an ethics committee/board at an external agency, will you wait until you have approval from both the Independent College Dublin and the external ethics committee before starting data collection.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Item	Question	Yes	No	NA
12	If you are in a position of authority over your participants (for example, if you are their instructor/tutor/manager/examiner etc.) will you inform participants in writing that their grades and/or evaluation will be in no way affected by their participation (or lack thereof) in your research?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
13	If you are in a position of authority over your participants (for example, if you are their instructor/tutor/manager/examiner etc.), does your study involve asking participants about their academic or professional achievements, motivations, abilities or philosophies? (please note that this does not apply to QA1 or QA3 forms, or questionnaires limited to market research, that do not require ethical approval from the IREC)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
14	Will your project involve deliberately misleading participants in any way?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
15	Is there any realistic risk of any participants experiencing either physical or psychological distress or discomfort?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
16	Does your project involve work with animals?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
17	Do you plan to give individual feedback to participants regarding their scores on any task or scale?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
18	Does your study examine any sensitive topics (such as, but not limited to, religion, sexuality, alcohol, crime, drugs, mental health, physical health, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
19	Is your study designed to change the mental state of participants in any negative way (such as inducing aggression, frustration, etc?)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
20	Does your study involve an external agency (e.g. for recruitment)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
21	Do your participants fall into any of the following special groups? <i>(except where one or more individuals with such characteristics may naturally occur within a general population, such as a sample of students)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		<input type="checkbox"/>	<input checked="" type="checkbox"/>	

If you have ticked any of the shaded boxes above, you should consult with your module leader / supervisor immediately. **You will need to fill in Form B Ethical Approval** and submit it to the Research & Ethics Committee **instead** of this form.

There is an obligation on the researcher to bring to the attention of the Research & Ethics Committee any issues with ethical implications not clearly covered by the above checklist.

I consider that this project has no significant ethical implications to be brought before the relevant Research & Ethics Committee. I have read and understood the specific guidelines for completion of Ethics Application Forms. I am familiar with the codes of professional ethics relevant to my discipline (and have discussed them with my supervisor).	<input checked="" type="checkbox"/>
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Name of Learner	Edwin Andrey Perez Salazar
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Student Number	51708663
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Date	Click or tap here to enter text.
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I have discussed this project with the learner in question, and I agree that it has no significant ethical implications to be brought before the Research & Ethics Committee.	<input type="checkbox"/>
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Name of Supervisor/Lecturer	Lucas Cardoso
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Date	01/12/2022
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