The Future And Impact Of AI In The World Of Marketing

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Abstract
AI marketing is a relatively new concept that has proven to be incredibly effective in providing organisations with tools that can help improve the organisation's marketing strategies. The present research has shed light on AI marketing in the future which will be harnessing the power of artificial intelligence and combining them with the marketing trends and initiatives. The potential of AI in attracting specific customer profiles has been a focus of interest in the study, the use of neuromarketing has been observed within the study and how organizations can improve their performance by observing the behaviour and interests of consumers. The impact of AI in shaping the modern metaverse has also been studied within the research. In recent times, artificial intelligence (AI) has emerged as a powerful tool that helps revolutionise many aspects of business. In the post-pandemic era, AI has transformed to provide a competitive edge to organisations to improve their performance levels.

Keywords: Artificial Intelligence (AI), Marketing, Neuromarketing, metaverse, competitive advantage, visual cntent marketing, Machine Learning (ML)

1. INTRODUCTION
Artificial Intelligence (AI) is already being used in the marketing sector to lead the organisational processes and customer retention. However, it has the potential to do much more and contribute to creating an engaging environment within the organisation. As AI can help marketing agencies in carrying the tasks that require automation and are carried out on a day-to-day basis, the organisation will be able to invest in creating better experiences for the consumers while deploying creative marketing strategies to build relationships with the consumers. In the future, it has been predicted that AI will be the leading influencer in the development of strategy and business forecasts. The present research has therefore been focused on identifying and understanding how AI can be used in content marketing for the future through better decision-making and budgets; different ways AI can influence markets have been discussed in detail within the research.

2. METHODOLOGY
In order to carry out the present research, thematic analysis has been adopted for identifying, evaluating and interpreting the different past research works that have been carried out on the impacts of AI in the marketing sector. The information has been collected from various peer-reviewed articles and journals and arranged before conducting the research. Using thematic analysis as the primary method of data collection and analysis has led to the observation of crucial research factors in greater detail. The professional and academic involvement in the use of AI in the marketing sector has been explored due to the adoption of thematic analysis.

3. FINDINGS
3.1 Transforming the future of Marketing with Artificial Intelligence
AI can help marketers identify and reach out to their targeted audiences. Traditional marketing approaches target many potential consumers and hope to attract the right crowd. However, as AI continues to be adopted in many different industries of businesses, organisations will be able to improve target marketing with the help of AI algorithms and personalised campaigns. The research by Hoyer et al. (2020) noted that the consumer base will be fast-moving. As a result, organisations must advertise through different social media platforms to increase their stronghold on the online

market. The researchers have argued that AI continues to outperform humans, allowing marketers to detect consumers' emotional and facial expressions to understand their preferences about products and services.

Technology has dramatically altered the role of brands and their positions within the market; understanding the significance of AI has therefore become necessary to make advertising humanising and not invasive. In this context, the findings of Verma, S., Sharma, Deb & Maitra (2021) show that many different kinds of disruptive technologies can emerge in the post-pandemic era; among them, AI has the most potential to be successful. With the use of algorithms AI will be able to cover the different factors related to marketing. In marketing, AI effectively analyses consumer behaviour and habits to understand their references. AI can be combined with IoT to make the existing brick-and-mortar stores more advanced and more accessible for consumers to shop without issues. The researcher has also shed light on how the correct use of AI can influence the organisation's decision-making process and improve its data processing capabilities. AI can reshape the future of marketing due to its continuously adapting nature and ability to conduct segmentation, targeting and positioning.

On the other hand, the research conducted by Chintalapati & Pandey (2022) has shown how contemporary marketing has slowly started to adopt digitalisation to improve their abilities; AI is being used in more mainstream operations to improve the odds of gaining success. The research has concluded multiple other research works; it can be seen that 50% of the organisations have started adopting AI in at least one of their business practices, and most of these organisations have stated that incorporating AI in business functions has helped enhance the consumer experience. AI is a valuable asset because AI not only provides useful information related to consumers, but as it analyses all of the publicly available data sources, it can also provide information on the competitors and the necessary marketing actions that can be taken to improve the performance of the interaction.

AI already provides many different tools that can improve the performance of the marketing sector, Davenport et al. (2020) suggest that AI will play a significant role in enhancing strategies and consumer behaviour. Since AI can predict the products the consumers are into, it can help retail organisations easily transition to an online platform; they can ship products to consumers without formal orders. The consumers will have the option to send back the consequences if they do not require it. However, to address all of these different issues, the predictive nature of AI needs to improve exponentially; by improving the predictive nature of AI, the accuracy of firms can be enhanced and the sustainable nature of the business procedure. AI in the present time is still in its early stages; with time, privacy can be worked on to improve policies and organisational bias in marketing.

3.2 Generative AI and the Future of Visual Content Marketing

The rise of AI has led to more personalised and engaging consumer experiences; generative AI is the future as it can help develop campaigns and social media marketing. Using AI in marketing can significantly help organisations save time and resources. In the present day, the marketing campaign must be visually appealing to attract more consumers. Integrating visual content with AI can help retain consumers and influence the organisation's performance. The research findings have shown that if AI is used currently within the marketing sector, it can generate almost three times the lead traditional ideas can develop. In visual content marketing, the product is more essential than the words used in ad campaigns (Mayahi & Vidrih, 2022). AI is known to provide specific tools that can be utilised to merge the digital images available on the website. While this is merely an example, AI can produce images that are entirely new in an instant.

In the future, AI can be implemented in the design procedure of the organisation as well as it can take care of some of the stuff carried out on a routine basis; this enables the organisation to invest its resources in other places that require more attention. AI is known for its low-cost approaches and ability to produce superior designs according to the need of the consumer (Libai et al., 2020). Marketers in the future will be able to bring their vision to life with the help of AI; they will become more creative and will be able to do their tasks on a swifter basis; the amount of time and resources which are used for this procedure will result in the development of something fruitful. Plenty of research work that has been carried out over the years on human preferences has shown that people are likely to indulge themselves in AI art and have even chosen it over human art (Mayahi & Vidrih, 2022). This is because the art AI provides is complex and has a deeper meaning, attracting consumers; therefore, adopting it in marketing can make the movement more inspiring.

Generative AI is a new tool that can produce high-quality artistic media and visual arts; the creative formula can help influence the creators and marketers to improve the production process. This kind of AI is prepared by training the AI program with other forms of art that people have made. In the present time, ethical issues arise about the validity of data used for sourcing; the impact AI can have on the aesthetic aspect of the marketing campaign needs to be considered before using them (Epstein et al., 2023). While AI is still not fully capable of replacing humans in the creative art process, it can be used to support the creators. In the future, AI will be more capable of improving its performance as it continues to learn from its mistakes and gain new information to enrich its database. AI is the future, and organisations worldwide will inevitably have to use it to remain competitive. However, their skills can be used in other areas, such as the data type used for the AI process training.

3.3 Future of Marketing in the Metaverse with Context to AI

The metaverse is a slowly emerging concept that focuses on the digital space and uses virtual reality, augmented reality, and other forms of advanced technology to shape the platform; some of the brands have already started using the metaverse to promote their products and provide the organisations with a personal experience, the metaverse will have a variety of effects on the metaverse. Therefore, understanding AI's impact on digital marketing is essential to improve

organisational performance. With AI, organisations can develop new tools to increase customer satisfaction and strengthen consumer relationships. The digital markets are the centres of the different types of public policy because, in the modern economy, they play a significant role in changing cultural diversity, political pluralisation and privacy. NALBANT & AYDIN (2023) defines AI as a non-fungible token used by different luxury brands to enhance the consumer experience. However, this same resource can help smaller organisations expand into the metaverse; AI in metaverse marketing can lead to higher technological advances during the fourth industrial revolution.

The researcher has further pointed out that AI in the metaverse can perform much better if human supervision can be enhanced in this section. Recently, increased attention has been drawn to how the metaverse can be advanced to impact consumers and their buying behaviour. Studies have projected immense marketing opportunities within the metaverse as it is envisioned to be a $54 billion market. These new forms of consumer interaction will open new opportunities for the organisation and further benefit future marketing within the metaverse. The metaverse is an immersive experience that runs parallel to the real world. As a result, it can make forecasts which can apply in both circumstances. With the adequate use of AI, organisations can interact with their consumers through these platforms. Dwivedi et al. (2023) have suggested that AI can be incorporated within the AI universe to envision how the metaverse can shape the marketing domain. The marketer can augment the social media experience; additionally, the use of AI and augmented reality can ensure the safety and security of the individual are not compromised by design.

Understanding the metaverse is highly important to predict how emerging technologies such as AI and blockchain can impact the environment; the use of augmented reality (AR) and virtual reality (VR) with AI has led to the development of a digital experience for people and has, in turn, made the businesses more sustainable (Kar & Varsha, 2023). The use of metaverse can significantly help organisations create value and enhance the relationships within the organisation. In this context, machine learning (ML) is a subset of AI, and organisations use it to identify the patterns within AI. Therefore, marketers can use it to understand the AI algorithms and categorise and supervise these individual aspects. Within the metaverse, brands can provide consumers with services based on their needs to improve the digital experience. While the different service industries work towards a migration to the metaverse, AI can improve their firm's performance, enhance consumer experience and upgrade the texts, audio and videos used to direct the consumers; this can significantly reduce financial risks within the organisation.

3.4 Future of Neuromarketing with AI

Neuromarketing is a field that helps understand how a person's brain responds to specific advertisements and other brand-related information. Since the future of marketing is essentially driven by providing consumers with personalised experiences, learning how the brain responds to certain situations can significantly impact marketing campaigns. The research carried out by Alimardani & Kaba (2021) has shown how the use of AI in modern times has helped effectively mine the patterns of consumers and make predictions based on the preferences of individuals. The neuromarketing field has raised organisations' capability levels and shown how signal processing and brain activity can lead to better predictions. The study has further stated that neuromarketing utilises EEG recordings since they are much cheaper to improve the quality and reliability of the information used in this field. The five key features which have allowed neuromarketing to advance have been highlighted within the present research; it can be seen that it can identify the cognitive mechanisms of individuals, measure the responses and distinguish between the different psychological processes and identify the individual differences which exist between people, this additional information can shape the use of AI.

Neuromarketing is a relatively new concept, and it is still being tested to identify the different ways it can be used to strategise marketing campaigns. Studies have shown how marketers have started using different kinds of neuromarketing tools, such as functional magnetic resonance imaging (fMRI), eye tracking, electroencephalography (EEG), and steady-state probe topography (SSPT) to predict and identify the patterns from consumers (Ahmed et al., 2022). While these traditional neuromarketing tools have their benefits, AI is a powerful alternative that can be used as a tool to understand consumer satisfaction with certain products and services. Artificial intelligence can significantly impact the decision-making process of individuals and improve their behaviour due to specific advertisements. The human brain is a complex phenomenon; the ability of neuromarketing and AI to use brain activity to predict consumer behaviour shows its potential in the future. As predicting consumer behaviour is an essential part of advertising, it can be adequately used to increase the efficiency levels of certain brands.

Neuromarketing is essentially the field of study that is involved in understanding the significance of the different neurological reactions of the human brain, as AI has been one of the main instigators behind the changes in the marketing sector, combining the information that is collected from neuromarketing companies can be used to identify the products and services that the consumers are more likely to invest in, the parts of the brain that are influencing them to make these choices can be understood with the help of this method (Mitić, 2019). The study has already demonstrated how AI and MI impact consumers positively; the marketing practices can be improved to make them brighter and become a part of consumers' needs. The rise of different AI devices such as Siri, Alexa and the other chatbots used by websites suggests the advantages of using AI in the marketing sector to increase organisational performance.

4. DISCUSSION

The findings section of the present research has essentially focused on the future of AI and how it can be combined with different marketing practices to increase the organisation's overall performance. The findings have been divided into four

themes which have focused on the importance of AI in other contexts; the overall impact of AI in transforming the marketing sector and making it more competitive has been analysed with special mentions of generative AI, the metaverse and neuromarketing. Marketing is one of the sectors that are likely to benefit the most from AI; in modern times, different social media platforms are the primary methods with the help of which business is conducted; AI can significantly improve the communication between organisations and their consumer base. AI can suggest products to people based on their preferences and can further be synced with the organisational appeal and values to create an immersive experience (Liu-Thompkins, Okazaki & Li, 2022). The ability of AI to combine itself with other forms of technology, such as IoT, has made room for more innovation.

The study has also discussed the impact generative AI can have on the future of marketing; professional videos can be created using generative AI that can increase the range of the business. AI has given rise to different open-source platforms that have improved their performance with the help of digital technologies. In this context, the research carried out by Dwivedi et al. (2023) has shed significant light on generative AI has immense potential for the future; it can also lead to replacing human employees. The findings of the study have suggested that the functionality of generative AI is essentially driven by the information that is used to train the datasets, however, the optimal combination of generative AI and human interaction needs to be discovered in the future to find a balance between the two factors. Launching different AI tools, such as GPT3 and ChatGPT, has driven attention from other media sources and organisations. The high adoption rates of these tools further show the likelihood of individuals investing in these services.

The study has shed light on the rise of the metaverse, and AI will be a significant role in creating a consumer experience that is realistic and immersive in nature; with the help of AI, marketers will be able to create personalised experiences for individuals, the metaverse can be made more engaging for everyone in the process (Buhalis, Leung & Lin, 2023). Since AI is able to automate tasks, it will be able to raise user-friendliness in the metaverse. A safe working environment can be created within the metaverse with the use of AI, as it is able to prevent malicious activities. The metaverse can be made in a much more inclusive and diverse platform with the help of AI. The impact of neuromarketing in gaining information on human behaviour through brain movement has also been shown within the present research. Combining the findings of neuromarketing with AI has helped highlight the potential it can provide to marketers in the future.

5. CONCLUSION

As concluding remarks for the present study, AI has immense potential in marketing. The research has shed focused on how many organisations are using AI at the current time to design campaigns and improve the judgement level of organisations. The study's overall findings have shown how AI has a bright future. Still, in order to improve it further, data sourcing needs to be moderated to ensure the AI algorithm is not using information from non-authentic sources. The security levels of AI systems also need to be upgraded the house modern marketing activities and increase the potential of the metaverse. The future of neuromarketing and visual content marketing has been explored within the present research.

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