

# Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 06

Year: 2024

Page: 61-70

## Artificial Intelligence for Marketing: Systematic Literature Review

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### Abstract

This journal performs a Systematic Literature Review on Artificial Intelligence (AI) in marketing and its impact on various business aspects, innovation, and customer engagement. Artificial Intelligence in marketing refers to the combination of data analytics, machine learning and automation in marketing strategies to enhance decision-making, personalization, and consumer experiences. Currently, the rapid advancement of technology has heightened public interest in Artificial Intelligence applications, encouraging companies to adopt AI-driven marketing practices. This journal systematically reviews the literature related to Artificial Intelligence in marketing, focusing on its impact on business performance, efficiency, and customer interaction. The literature review utilizes the Watase Uake Website, initially gathering 143 articles published from 2019 to 2024, from which 57 journals were analyzed using specific criteria. This journal serves as a valuable resource for the development of future research, particularly in the areas of Artificial Intelligence applications in marketing and their implications for business and consumer engagement.

### Keywords

Artificial Intelligence, Marketing, Digital Marketing, Customer Engagement.

## 1. Introduction

With the emergence of Society 5.0, the evolution of artificial intelligence (AI) has transformed the global business view, including the field of marketing, companies are increasingly adopting AI-driven tools to enhance their marketing strategies (Stone, 2020; Martini et al., 2024). Society 5.0 envisions a future where technology serves to enhance both economic improvement and social well-being, with AI holding a crucial position in shaping business operations and consumer experiences. As AI technology becomes more advanced, businesses are using it to better understand consumer behavior, personalize marketing efforts, and optimize decision-making processes (Shankar et al., 2024; Wahyono et al., 2024). This technological shift not only improves marketing efficiency but also allows companies to respond to market changes more effectively (Huang, 2022; Subkhan & Hutajulu, 2023).

AI on marketing is becoming a vital tool for companies to stay competitive while addressing societal challenges (Anggraeni, 2020; Mulyana et al., 2022). The integration of AI enables businesses to innovate and provide more value to their customers (Herman, 2022; Yanescha, 2022; Abror & Muharam 2024). According to Han et al. (2021), AI marketing involves a series of integrated activities that use data analytics, machine learning, and automation to meet consumer needs more precisely while optimizing business efficiency. Through the implementation of AI, companies can personalize customer experiences, predict consumer behavior, and automate tasks such as content creation and customer segmentation (Babatunde et al., 2024; Shifa & Harto, 2024). Companies are also utilizing AI to provide tailored recommendations and advertisements, ensuring more relevant interactions with consumers, while simultaneously improving the decision-making processes based on real-time data (Ali, 2021; Gao & Liu, 2023). Businesses are encouraged to adopt AI not just to improve profitability, but to contribute to societal goals by enhancing the overall customer experience and addressing broader social challenges (Du & Xie, 2021; Wijaya, 2021). In practice, many companies have started to incorporate AI tools within their marketing approaches, enabling them to engage more effectively with consumers, predict trends, and enhance operational efficiency. Additionally, AI holds the ability to revolutionize marketing by creating a seamless connection between technology and human-centered values. However, despite the growing relevance of AI for marketing, it remains a relatively new area of focus within marketing science. Many traditional marketing textbooks still do not explore the full potential of AI in transforming marketing practices.

Considering aspects such as the rapid breakthroughs in artificial intelligence (AI), the development adoption of AI technologies in business processes, shifting consumer expectations towards personalization, and the opportunities to revolutionize marketing strategies, research on AI for marketing is becoming increasingly important and relevant. This effort can begin by identifying and categorizing the evolving definitions and applications of AI in marketing, as well as synthesizing various existing conceptual frameworks on this topic. A literature review is a critical starting point for realizing this step. This article uses content analysis of several papers focusing on the convergence of AI and marketing. The researcher chose a literature review as the research method for this paper, aiming to analyze literature published from 2019 to 2024 on AI-driven marketing strategies.

## 2. Methods

In this research, a Systematic Literature Review (SLR) reaching was used to identify, gather, assess, and interpret relevant studies that met the established eligibility criteria. The SLR method is particularly effective for addressing targeted

research questions, topics, or phenomena, such as AI for marketing (Kitchenham et al., 2009). Data were collected through the Watase Uake platform on the Scopus database using keywords or titles like "AI for marketing" and "artificial intelligence in digital marketing." The search within the Scopus database resulted in 104 articles published between 2019 and 2024. Following the application of screening criteria, 62 journals deemed relevant were selected for detailed analysis. The selected studies were further evaluated based on criteria related to AI-driven marketing strategies. The review was limited to internationally indexed journals in the Scopus database, specifically those ranked between Q1 and Q2, and only English-language substance were incorporated into the final analysis.

In this study, the Watase Uake site was used to collect data by employing various keywords in the forms of "research title" and "publication year limits." The initial keywords used in this research were "artificial intelligence in digital marketing." Since the research focuses on artificial intelligence and marketing performance, additional keywords such as Artificial Intelligence on Marketing Business Performance, Artificial intelligence on digital marketing performance were included. Furthermore, the publication date range was limited from 2019 to 2024. This selection of keywords and limitations was intended to obtain articles relevant to research on green marketing with a focus on sustainable environments.

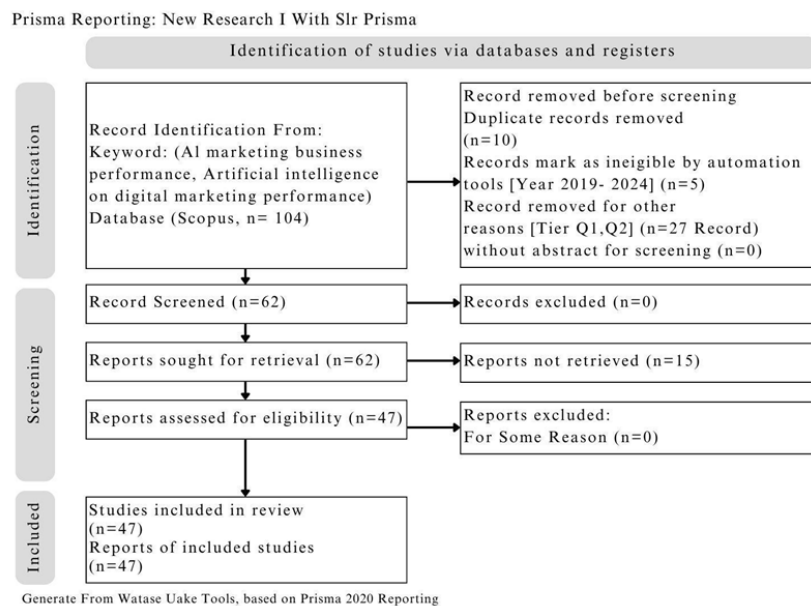


Figure 1. Systematic Literature Review PRISMA

The data used in this study comprised articles and journals, which were filtered and categorized according to Scopus indexing. From the initial 104 journals identified as relevant to the topic, 15 were excluded because they were not listed in the Scopus database, resulting in 47 journals being selected for further review. The analysis focused on examining details such as author information, publication year, abstracts, research methodologies, keywords or themes, research variables, findings, and gaps or future research recommendations using the Watase Uake site. The researcher selected the Watase Uake site due to its user-friendly interface and practicality for guiding the Systematic Literature Review (SLR). Analysis for describing data of the data was carried out adopting Microsoft Excel.

### 3. Results

A content analysis was conducted by reviewing previous articles associated with the use of Artificial Intelligence in marketing. This topic is centered around marketing strategies that leverage artificial intelligence to optimize decision-making, improve customer experiences, and enhance personalization. AI-driven marketing involves efforts to analyze large datasets, predict consumer behavior, and automate marketing processes for greater efficiency and effectiveness. AI technologies enable companies to better understand their audiences and create more tailored, data-driven campaigns. These tools allow for a more responsive and adaptive marketing approach, ensuring that businesses stay competitive in a rapidly evolving digital landscape.

Several articles or journals analyzed in this research discuss the meaning of Artificial Intelligence marketing in various contexts. Although definitions are not entirely clear-cut or precise, the research presents several understandings of Artificial Intelligence I relevant to the marketing industry. For instance, Shankar et al. (2021) define AI for marketing as a crucial aspect influencing decision-making processes and consumer targeting in modern business strategies. This includes the use of AI to figure out consumer behavior, optimize marketing campaigns, and predict future trends entrenched actual time data. The application of AI allows businesses to develop personalized marketing strategies and automate various tasks, significantly enhancing marketing efficiency and effectiveness. This definition aligns with research by Li & Huang (2022), which states that AI in marketing plays a significant role in helping companies predict consumer preferences and improve customer engagement through personalized experiences. AI-driven marketing tools enable companies to create dynamic content, adjust marketing efforts in real-time, and offer tailored recommendations to consumers, thus increasing the likelihood of successful marketing outcomes. AI for marketing is also used as a strategy to gain deeper insights into customer behavior by processing large datasets, allowing businesses to understand how consumers respond to specific marketing stimuli and how it influences their purchasing decisions (Zhou et al., 2022). For example, research on e-commerce platforms by Johnson et al. (2023) shows that the performance of marketing that is driven by AI can be evaluated through metrics such as customer satisfaction, retention rates, and overall sales growth.

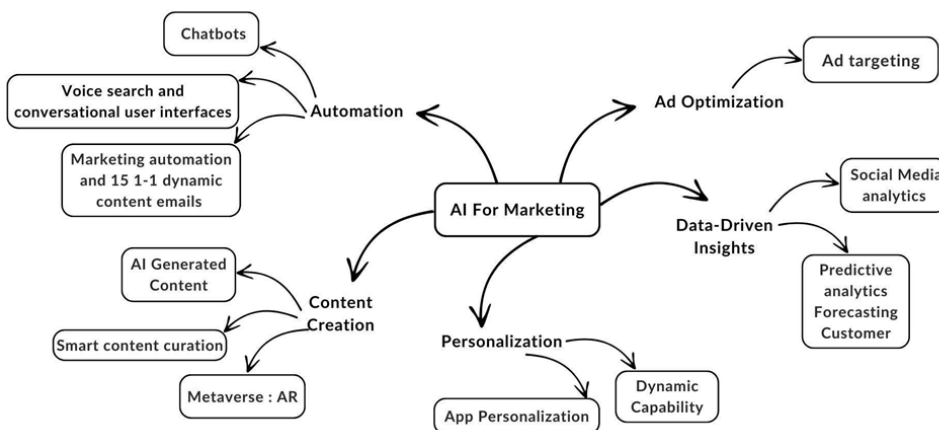


Figure 2. AI For Marketing Mind Map

**Table 1.** Details of various definitions of Artificial Intelligence

Authors	Special Terms	Definitions	Context
Zheng et al. (2023)	Chatbots	Chatbots act as messengers, commonly used by business professionals to support their business operations. In the business context, a chatbot serves as the initial point of interaction between an organization and its customers. Chatbots offer quick responses to user inquiries in a user-friendly environment, helping organizations save both time and money.	Production and marketing
Abrokwah-Larbi & Awuku-Larbi (2024)	Personalization App	Process using AI technologies like machine learning and data analysis, along with smart apps, to personalize consumer interactions with a business.	SMEs business organizations
Wang et al. (2022)	Dynamic Capabilities	An organization's capacity to adapt, develop, and reshape its internal and external skills to meet quickly dynamic environments.	Customer service performance
Hu et al. (2024)	Ad Targeting	Precision advertising technologies, such as machine learning, data mining, and recommendation system design, are explored extensively in the literature.	E-commerce
Adwan et al. (2023)	Social Media Analytics	Social media analytics uses AI and machine learning to analyze data for insights on user behavior, sentiment, and trends, enhancing marketing strategies and campaign impact.	Digital Analytics Campaign
Jiahua et al. (2024)	AI Generated Content	Artificial intelligence-generated content (AIGC) is the automated creation of text, images, music, and other media using AI technologies like generative AI based on large language models, producing personalized content in response to human instructions.	Digital tourism interpretation content quality
Abid et al. (2019)	Smart Content Curation	Curating and sharing relevant external content to deliver valuable, customized information that resonates with the audience and builds trust, without producing authentic content.	Online relationship marketing
Hu et al. (2023)	Voice Assistance	Approaches to connect with audiences through voice devices, emphasizing marketing via voice assistants, which rely on spoken language interactions between consumers and these tools.	Voice Marketing
Kumar et al. (2024)	Predictive Analytics Forecasting Customer	Use AI-driven predictive analytics to anticipate customer churn by analyzing customer data, behavioral patterns, and feeling, while also optimizing networks and proactively addressing service issues to enhance customer experiences.	Decision-making, customer experience, and operational efficiency
Järvinen (2019)	Marketing Automation	Marketing automation utilizes a software platform to deliver content according to user-defined rules, aiming to attract, engage, and build trust with both current and potential customers. It automatically customizes suitable and valuable content to address their unique needs.	Industrial Marketing Management
Kouf et al. (2024)	Precision Marketing	Applying AI techniques to analyze customer data and develop highly customized, targeted marketing strategies that enhance engagement and meet individual needs.	Artificial intelligence for precision marketing

According to Bill Gates, the founder of Microsoft, as cited in the study by Kumar et al. (2024), stated AI is on the verge of enhancing productivity and creativity in people's lives. AI supports marketing by enabling businesses to predict customer needs, personalize experiences, and automate data-driven tasks for more efficient and

targeted strategies (Abrokwah-Larbi & Awuku-Larbi (2024). Several theories are often utilized in research to effectively implement AI in marketing, including:

1. Resource Based View Theory
2. Dynamic Capabilities Theory
3. Service Dominant Logic Theory

The most used in research on implementing AI for marketing is Resource Based View (RBV) Theory. This theory highlights the significance of a company's internal assets and unique capabilities in creating sustainable competitive advantage. In the context of AI for marketing, RBV is frequently applied to analyze how AI technology can be integrated as a strategic asset that is difficult for competitors to replicate, thereby helping to enhance overall business performance. The Resource Based View (RBV) Theory, as described by Barney et al. (2011), is a framework which analyzes a company's internal resources and capabilities to generate competitive advantage and performance. It focuses on evaluating the unique resources and competencies at the core of a business, which can sustain a competitive edge. In the context of Artificial Intelligence in Marketing (AIM), RBV can leverage resources such as chatbots, personalization apps, ad targeting, social media analytics, AI-generated content, predictive analytics, marketing automation, and precision marketing to achieve a competitive advantage. These tools serve as unique capabilities that enhance efficiency, improve customer engagement, and personalize user experiences. By effectively integrating these AI-driven resources into their strategies, businesses can differentiate themselves from competitors, optimize marketing efforts, and establish a sustainable market position that is hard to replicate (Kumar et al., 2024). By integrating these technologies, businesses can develop "intelligent capabilities" that enhance communication with customers, facilitate collaborative decision-making, enable experiential marketing, and deliver personalized experiences (Haleem et al., 2022; Amoako et al., 2021). RBV has faced criticism, particularly regarding its assumption that "rare" resources automatically lead to a competitive advantage. The theory's limitations indicate the need for organizations to establish performance metrics to measure how effectively these unique resources contribute to business success (Ofori & Appiah-Nimo, 2022). Thus, the RBV framework helps explain how AIM, when applied strategically, can influence key performance indicators such as financial results, customer satisfaction, internal processes, and learning and development capabilities (Abrokwah-Larbi & Awuku-Larbi, 2024).

Dynamic Capabilities Theory is used because it focuses on an organization's capacity to adjust, innovate, and restructure resources in response to evolving market conditions, which aligns well with the capabilities that AI provides in marketing. AI enables businesses to quickly respond to shifts in consumer behavior, optimize marketing strategies through data-driven insights, and automate processes, thereby enhancing the organization's agility and competitiveness. The theory supports the idea that leveraging AI can help firms not only adjust to market changes but also proactively shape them, leading to sustained competitive advantage in a dynamic environment (Kumar et al., 2024). AI technologies help businesses build dynamic capabilities by enhancing responsiveness to customer needs, automating processes, and enabling data-driven decision-making. This allows companies to quickly adapt marketing promotion strategies and optimize resources in response to market changes, maintaining a competitive edge. By leveraging AI, firms can not only react to shifts but also shape them, ensuring sustained advantage in a tech-driven marketplace (Hunt & Madhavaram, 2020).

The third theory discussed in this research is Service-Dominant Logic (SDL) theory. SDL views firms and customers as value co-creators, engaged in a continuous and collaborative process of service provision (Lusch et al., 2008). Value is generated through a value-in-use process, where customers actively consume products or

services in exchange for intangible operant resources like skills, information, and knowledge (Vargo & Lusch, 2004; Grönroos, 2006). In the context of AI for marketing, SDL emphasizes that consumers are not only participants but central beneficiaries in the AI-enabled value co-creation process, where their interactions with AI technologies enhance personalized service delivery. In AI-driven marketing, SDL highlights the consumer's role as a central participant in the value co-creation process, where AI technologies enable personalized service delivery and customer engagement (Payne et al., 2024). In the realm of AI for marketing, this theory emphasizes that customers are not passive recipients but active participants who shape the value creation process. AI technologies facilitate this by providing personalized, real-time service adjustments based on customer data, thereby aligning service offerings with individual preferences.

#### **4. Conclusion**

In this study, focusing on AI for marketing and additional keywords such as data curation, predictive analytics, and personalization, the most fundamental definition of AI-driven marketing is found to involve using artificial intelligence to strengthen marketing strategies by mechanization processes, resemblance consumer data, and delivering personalized content. This involves utilizing AI technologies to optimize marketing efforts, such as creating tailored customer experiences, improving decision-making through predictive analytics, and automating interactions with consumers in real time. Based on the literature review conducted, three key theories are frequently referenced: Resource Based View Theory, Dynamic Capabilities Theory and Service Dominant Logic Theory. By implementing AI in marketing, companies can differentiate themselves by offering highly personalized and efficient marketing campaigns, which, in turn, can lead to enhanced customer engagement, higher conversion rates, and improved brand loyalty. Moreover, the use of AI can help businesses make data-driven outcomes that led to better financial performance. The limitations of this research include the use of data solely from the Scopus database, excluding other resources. Additionally, while there is substantial research on the application of AI in various industries, there is still limited research exploring its integration with emerging technologies such as the Metaverse and AR as moderators in marketing strategies. For students and future researchers, incorporating additional keywords such as immersive marketing and AI-driven customer experiences may offer deeper insights for future exploration.

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