A Study on the Artificial Intelligence – The Transformative Power in Digital Marketing

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Abstract: *The study investigates on the consumer behaviour towards Artificial Intelligence in digital marketing in Fast Moving Consumer Goods (FMCG). The attitude, beliefs, notions, views that are in the minds of the consumers in using Artificial Intelligence (AI) driven digitalized marketing is collected through a questionnaire, and analyzed with various statistical tests. The statistics taken is a non-probability sampling method of data collection.*

This AI is a new tool in marketing that is getting popular in all sectors. Now it is used in marketing sector for various purposes attracting customers. The application of it in FMCG has gained significant importance with handling customer service with robots and chatbots. The AI brings a revolutionary marketing with its enhanced experience, improved efficiency, etc. The study reveals the various applications of AI in marketing FMCG products. The study does give a general view of the consumers. The application of AI in marketing is collected through a questionnaire with a quantitative approach.

The samples collected from the respondents are 37 and the internal consistency of the data is good and reliable. The study is on the relationship of different variables of AI in Digital Marketing. The study undertaken explores further into the opportunities and challenges posed in implementing the AI driven marketing in a qualitative aspect to reveal the further scope of study of AI and adoption of it in the various aspects of marketing. The study also discuss on the darker side of the AI in regard to factors that standup on challenging the usage of AI by consumers and marketers..

Keywords: Consumer behaviour, AI driven marketing, Opportunity, Challenges