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SEMI-SYSTEMATIC LITERATURE REVIEW ON ARTIFICIAL INTELLIGENCE IN MARKETING: APPLICATIONS, TRENDS AND FUTURE RESEARCH AVENUES

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ABSTRACT

This literature review examines the evolution and development of Artificial Intelligence (AI) in marketing by synthesizing studies published between 2013 and 2024 across diverse marketing applications and contexts. The review identifies a progressive expansion of AI research from marketing planning, content marketing and e-commerce towards digital marketing, customer service, personalization, customer engagement, marketing analytics, customer relationship management and strategic decision-making. The literature reveals that AI is increasingly associated with automation, improved marketing efficiency, customer targeting, personalized experiences, data-driven decision-making and enhanced customer engagement. The review also identifies customer behaviour, AI adoption, marketing analytics and AI-enabled CRM as prominent areas of research, while studies increasingly address the strategic implications of AI for marketing organisations and professionals. At the same time, the literature highlights challenges related to privacy, data security, ethics, bias, implementation, customer trust and changing marketing roles and skills. The reviewed studies further indicate an interdisciplinary and evolving research landscape, with emerging attention to AI adoption, ethical marketing, institutional support and the transformation of marketing practices. Overall, this review provides a comprehensive understanding of the development, major applications and emerging trends of AI in marketing while highlighting future research avenues associated with the growing integration of AI into contemporary marketing.

KEYWORDS: Artificial Intelligence; Marketing; Digital Marketing; Customer Engagement; Personalization; Marketing Analytics; AI Adoption.

1. INTRODUCTION

Artificial Intelligence (AI) has emerged as an important technological development in the field of marketing and has increasingly been integrated into different marketing activities. The development of AI has influenced the manner in which organisations collect and analyse information, understand customer behaviour, develop marketing strategies, communicate with customers and make marketing decisions. The literature demonstrates that AI has progressively moved from relatively specific applications towards a broader role encompassing marketing planning, content marketing, e-commerce, digital marketing, customer service, personalization, customer engagement, marketing analytics, customer relationship management and strategic decision-making. A literature review provides the foundation for understanding the existing body of knowledge on a particular subject. It helps the researcher gain knowledge of the concerned topic before developing an argument or conclusion and provides context and evidence for the research. The review process involves extracting and summarising important points, problems, conclusions and research techniques emerging from previous studies. The present review is based on studies and descriptions included in the selected literature, comprising books, theses, and scholarly publications available through databases and academic platforms such as Emerald, JSTOR, ScienceDirect, Elsevier, Sage, Springer, Wiley, Taylor & Francis, Routledge, Inderscience, EBSCO, ProQuest, Sodhganga, ResearchGate, and Google Scholar. The literature on AI in marketing has developed considerably over the period under review. Earlier studies concentrated on marketing planning, intelligent content marketing and e-commerce, while subsequent research increasingly addressed social media, digital marketing, consumer behaviour, customer engagement, personalization, chatbots and marketing analytics. More recent research has extended the discussion to AI adoption, strategic marketing, customer relationship management, ethics, privacy, institutional support and the changing role of marketing professionals. The present review therefore synthesizes the available literature to understand the evolution and major applications of AI in marketing, the principal themes emerging from previous research, the challenges associated with AI integration and the research gaps that remain within the existing literature.

2. REVIEW METHODOLOGY

The present paper adopts a semi-systematic or narrative literature review approach. Such a review seeks to identify potentially relevant research, provide an overview of the literature, highlight new research avenues and identify gaps or contradictions in the existing body of knowledge. The literature reviewed covers the period from 2013 to 2024. The studies included in the review address AI and its relationship with marketing planning, content marketing, e-commerce, digital marketing, consumer behaviour, customer engagement, customer service, personalization, marketing analytics, customer relationship management, B2B marketing, advertising and strategic decision-making. The literature also includes studies concerned with AI adoption, technological readiness, ethics, privacy, data

security, bias, institutional support and the changing role and skills of marketing professionals. The reviewed studies therefore cover both the functional applications of AI in marketing and the broader organisational, consumer and ethical implications of its adoption. The literature reviewed in this study includes conceptual, empirical, as well as review-based studies.

3. EVOLUTION OF ARTIFICIAL INTELLIGENCE IN MARKETING

The development of AI in marketing can be traced from its early application in marketing planning towards its integration into multiple marketing activities. Al-Sukkar et al. (2013) examined the impact of AI in generating marketing plans for industrial firms listed on the Amman Stock Exchange. The study recommended greater use of contemporary technological programmes based on AI and emphasised the connection between AI applications and marketing strategies that could encourage adoption of newly developed products. Kose and Sert (2016) introduced intelligent content marketing approaches and focused on improving content marketing functions through AI. Siau and Yang (2017) examined the effects of AI, robotics and machine learning on the changing landscape of sales and marketing. Their study highlighted the changing role of sales and marketing staff, particularly in online retail. Kakkar and Monga (2017) examined AI applications in e-commerce and highlighted the use of customer information, account information, credit checks and browsing history for identifying trends and developing personalised recommendations.

Research during 2018 and 2019 expanded considerably. Studies began examining AI in social media marketing, digital marketing, customer engagement, marketing analytics, consumer behaviour, customer needs, personalization, chatbots and B2B marketing. Micu et al. (2018) examined the use of deep learning and convolutional neural networks for brand recognition in social media. Geru et al. (2018) used machine learning to analyse user-generated content on Instagram and examine consumer behaviour. Olson et al. (2018) focused on personalised customer engagement, while Murgai (2018) discussed the growing role of AI in digital marketing and B2B engagement. The literature from 2019 onwards increasingly incorporated AI into broader marketing strategy. Kreutzer and Sirrenberg (2019) discussed lead prediction, profiling, personalised recommendations and conversational commerce. Paschen et al. (2019) examined AI in B2B knowledge-based marketing. Kumar et al. (2019) considered AI-enabled personalised engagement marketing. Jarek and Mazurek (2019) examined AI in operational marketing and highlighted the unpredictability of some implementation outcomes. During 2020–2024, research expanded further towards AI-enabled CRM, marketing strategy, adoption, ethics, customer experience and interdisciplinary research. The thesis literature review includes studies examining AI adoption, AI-marketing research mapping, AI-enabled export market sensing, AI use-case taxonomies, advertising, global marketing strategy and ethics. For example, Mehta et al. (2022) linked AI adoption with usability, perceived benefit and technological readiness, while Kopalle et al. (2022) highlighted the need to balance consumer trust, regulation and

technological deployment.

Thus, the evolution of the literature shows a movement from AI as a technological support for individual marketing tasks towards AI as an increasingly integrated component of marketing strategy and customer management.

4. MAJOR APPLICATIONS OF AI IN MARKETING

The literature identifies a wide range of marketing applications for AI. These applications extend from marketing information management and customer service to decision-making, marketing operations, selling, product management, pricing and promotion. AI enables organisations to process and analyse large quantities of information related to consumers and markets. Geru et al. (2018) demonstrated the use of machine learning to analyse user-generated social media content and identify consumer behaviour. Kuhl et al. (2019) examined automated prioritisation and quantification of customer needs using social media data. The findings suggest that AI-based analysis can support the identification and monitoring of customer needs

on a larger scale. Marketing analytics has also become an important application of AI. Wirth (2018) highlighted the importance of AI in marketing analytics, while Tiwari et al. (2020) examined AI-based segmentation, sales prediction and stock forecasting. Hossain et al. (2022) examined AI in export market sensing and reported that marketing analytics using AI could improve competitiveness in export market sensing. AI has increasingly been used to improve customer service and customer experience. Arsenijevic and Jovic (2019) examined chatbots as AI tools in marketing. The study highlighted the advantage of chatbots in providing simple and quickly obtained information but also identified concerns regarding incorrect information. Brill et al. (2019) examined customer satisfaction with digital assistants and found a positive relationship between satisfaction, expectations and validation of expectations. Chen et al. (2021) examined AI chatbots in e-retailing and linked chatbot usability and responsiveness with customer experience and satisfaction. Prentice et al. (2020) examined AI and employee service quality in the hotel sector and found that both AI and employee service quality could explain differences in customer happiness, loyalty and service-quality evaluations. AI is increasingly associated with data-driven marketing decision-making. Eriksson et al. (2020) examined AI's contribution to marketing strategy formulation in situations characterised by large volumes of data, uncertain environmental conditions and limitations in managerial cognition.

Stone et al. (2020) reviewed AI applications in strategic marketing decisions, while Bag et al. (2021) examined AI in B2B decision-making. Yang et al. (2021) highlighted the role of AI in targeting accuracy, cost reduction and personalization. AI has also transformed marketing operations and selling. Marinchak et al. (2018) reviewed patterns of adoption and diffusion of AI applications and highlighted the increasing quantity and diversity of AI-enabled marketing applications and platforms.

Murgai (2018) discussed the role of AI in digital marketing and B2B engagement. Paschen et al. (2019) described fundamental AI components and their implications for B2B marketing. Guha et al. (2021) examined augmented marketing using non-customer-facing AI and reported that managers could benefit from such applications. The literature therefore indicates that AI is relevant not only to customer-facing marketing activities but also to internal marketing processes. AI is also applied to product recommendations, pricing and promotion. Kakkar and Monga (2017) highlighted personalised shopping experiences generated through AI. Liu and Chen (2021) examined intelligent technology brand marketing and reported that strategic AI use could enhance product promotion and brand positioning. Malthouse and Copulsky (2022) examined the Marcom-AI ecosystem in advertising and highlighted the synergy among content, data and campaigns. Tirpude (2022) examined the influence of digital advertisements on electronics purchase decisions among youth. Thus, AI-supported marketing is increasingly associated with the creation, targeting and delivery of promotional content.

5. AI in Digital Marketing, Personalization and Customer Engagement

Digital marketing represents one of the prominent areas in the AI-marketing literature. Murgai (2018) discussed the transformation of digital marketing with advances in AI and highlighted the growing importance of AI in B2B engagement. Gkikas and Theodoridis (2019) examined the relationship between AI and digital marketing and proposed machine learning applications for different areas of digital marketing. Tiautrakul and Jindakul (2019) examined AI and digital marketing, including the trends, impact and outcomes of AI applications. Zeeshan and Saxena (2020) discussed automated marketing, intelligent content marketing, predictive search and social media applications. Dumitriu and Popescu (2020) examined AI-based marketing procedures and website visibility. Personalization is another recurring theme. Olson et al. (2018) discussed AI as a mechanism for developing more personalised forms of customer engagement. Kreutzer and Sirrenberg (2019) discussed lead prediction, profiling, individualized recommendations, media planning, conversational commerce, sentiment analysis and content creation. Kalicanin et al. (2019) highlighted the role of AI in understanding consumer behaviour, wants and preferences. Kumar et al. (2019) examined AI as a tool for personalised engagement marketing. The literature also demonstrates the growing relationship between AI and customer engagement. Micu et al. (2018) examined AI-based recognition of brands in social media content, while Geru et al. (2018) demonstrated the use of machine learning for deriving consumer insights from social media. Olson et al. (2018) emphasised personalised customer relationships and the use of predictive analytics for understanding audiences. More recent literature extends this discussion to voice-based AI and digital customer experiences. Chen et al. (2021) found that consumers associate voice-based AI with convenience, privacy and emotional connectivity.

6. AI ADOPTION AND STRATEGIC MARKETING

AI adoption is another important theme within the literature. Khokhar and Chitsimran (2019)

examined customer awareness of AI in marketing and the factors associated with its adoption. The study suggested that although AI had developed considerably, complete adoption among customers and companies would take time. Chatterjee et al. (2020) examined employees' behavioural intentions towards AI-integrated CRM systems in Indian enterprises. Perceived utility and perceived simplicity of use were identified as important factors influencing behavioural intention. Mehta et al. (2022), through a meta-analysis of AI adoption in marketing, identified usability, perceived benefit and national technological readiness as factors influencing adoption. The literature also connects AI adoption with organisational resources and institutional conditions. Ali et al. (2023), using the Resource-Based View, examined AI integration and sustainability and highlighted the mediating role of firm size and institutional pressure. Alwadain et al. (2024) used TTF and UTAUT to examine technology adoption and reported that technology relevance shaped usage intention more than social influence. Strategic marketing is another important dimension. Huang and Rust (2020) proposed a strategic framework distinguishing mechanical AI, thinking AI and feeling AI. Their framework connects different forms of AI with segmentation, targeting, positioning, standardization, personalization and relationalization. Yegin (2020) highlighted the growing role of AI, big data and machine learning in marketing strategy and competitiveness. Eriksson et al. (2020) examined AI in strategy formulation, particularly in situations characterised by high data volumes and uncertainty. Liu and Chen (2021) further reported that strategic AI use can enhance product promotion and brand positioning. The literature therefore indicates that AI adoption is not simply a technological decision; it is also connected with perceived usefulness, technological readiness, organisational conditions and strategic requirements.

7. CHALLENGES AND ETHICAL ISSUES

Although AI provides several opportunities for marketing, the literature also identifies important challenges. Privacy, data security, ethics, bias, customer trust and implementation issues appear repeatedly in the reviewed literature. Jones (2018) examined voice-activated AI assistants and highlighted ethical concerns relating to data collection, data use and privacy. Davenport et al. (2019) similarly highlighted privacy, bias and ethics while discussing the future implications of AI for marketing strategy and consumer behaviour. Shahid and Li (2019) examined the perspectives of marketing professionals and identified benefits, challenges and ethical aspects associated with AI integration. Jarek and Mazurek (2019) cautioned that outcomes of AI implementation could be unpredictable. Arsenijevic and Jovic (2019) identified concerns regarding the accuracy of chatbot responses.

Libai et al. (2020) critically examined AI-enabled CRM and highlighted the possibility of increased customer prioritisation and service discrimination through personalised treatment.

Mogaji et al. (2020) examined AI and vulnerable consumers in financial services and emphasised ethical implications, data challenges and modelling issues. The literature also highlights changes in the role of marketing professionals. Siau and Yang (2017) discussed the replacement of some sales and marketing roles by AI, robotics and machine learning in online retail. Vlacic et al. (2021) identified data security, ethics, institutional support, labour-market transformation and marketer skills as important areas for future research. Kopalle et al. (2022) similarly emphasised the need to balance consumer trust, regulation and technological deployment. Thus, the literature indicates that the successful integration of AI requires attention not only to efficiency and technological capabilities but also to privacy, ethics, trust, human skills and organisational considerations.

8. FUTURE RESEARCH AVENUES

Future research can extend the existing literature on artificial intelligence in marketing by examining the long-term effects of AI adoption across different industries, markets and organizational contexts. While existing studies have highlighted the role of AI in customer analytics, personalization, automation, content generation and decision-making, further empirical investigation is required to understand how these applications influence marketing performance over time. Comparative studies across developed and developing economies can provide greater insight into the contextual factors that shape the adoption and effectiveness of AI-based marketing practices. Another important avenue concerns the integration of generative AI with existing marketing technologies. Future studies may examine how generative AI tools influence content creation, customer engagement, brand communication and marketing productivity while also assessing issues related to accuracy, originality, transparency and intellectual property. Greater attention is also required to understand consumer perceptions of AI-generated content and the conditions under which consumers accept or reject AI-mediated interactions.

The ethical and governance dimensions of AI in marketing also require further investigation. Future research should examine concerns related to data privacy, algorithmic bias, consumer manipulation, transparency and responsible use of customer information. Longitudinal research could further assess whether increasing dependence on AI changes consumer trust, brand relationships and perceptions of authenticity. Future studies may also focus on the organizational and human dimensions of AI adoption. In particular, research can investigate how employee skills, managerial capabilities, organizational readiness and resistance to technological change affect successful AI implementation. Mixed-method and longitudinal approaches can provide deeper insights into the interaction between technological capabilities and human decision-making. Finally, future research should move beyond examining AI adoption as a technological phenomenon and increasingly evaluate its broader economic, social and strategic implications. Such research can contribute to the development of more responsible, effective and human-centred AI-based marketing practices.

9. CONCLUSION

Artificial intelligence has emerged as an important technological force transforming contemporary marketing practices. The literature reviewed in this study demonstrates that AI is increasingly being applied to customer analytics, personalization, predictive modelling, marketing automation, content generation, recommendation systems and decision-making. These applications have enhanced the ability of organizations to process large volumes of data, understand customer behaviour, improve targeting and develop more personalized marketing strategies. At the same time, the growing integration of AI into marketing raises important concerns regarding privacy, transparency, algorithmic bias, consumer trust, ethical decision-making and the changing role of marketing professionals. Therefore, the future development of AI-driven marketing should not focus exclusively on technological efficiency but should also consider responsible and human-centred implementation.

The evolution of the literature also demonstrates that AI in marketing has moved beyond isolated technological applications towards a broader strategic role. AI is now increasingly connected with customer relationship management, digital engagement, marketing analytics, strategic decision-making and organisational transformation. However, successful adoption depends on factors such as technological readiness, perceived usefulness, organisational resources, institutional conditions and the ability of marketing professionals to adapt to changing technological environments. Overall, the literature indicates that AI has substantial potential to reshape marketing practices and customer experiences. At the same time, responsible implementation requires greater attention to ethical, organisational and human considerations. Continued empirical, comparative and longitudinal research will therefore be important for understanding the evolving relationship between artificial intelligence, marketing organisations and consumers and for developing effective, responsible and sustainable AI-based marketing practices.

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