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THE ROLE OF ARTIFICIAL INTELLIGENCE IN PERSONALIZED AND CUSTOMIZED ENGAGEMENT MARKETING: A COMPREHENSIVE REVIEW

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Abstract

Artificial intelligence is likely to have a significant impact on marketing strategies and customer behaviors in the years ahead. Research in this field has grown considerably, demonstrating AI's ability to simulate human behavior and perform tasks intelligently. With growing interest among marketing researchers and practitioners, this research aims to provide an overview of the evolution of both marketing and AI research fields. This paper explores the emerging role of artificial intelligence in personalized engagement marketing, which focuses on creating, communicating, and delivering customized offerings to customers. Utilizing the Systematic Literature Review technique, we examined over 300 academic articles to uncover prevalent themes and gain a deeper understanding of current AI utilization in marketing. We then propose a plan for future research that examines potential changes in marketing strategies and customer behaviors while emphasizing critical policy considerations related to privacy, bias, and ethics. The implications for marketing managers are discussed along with predictions about how AI will impact branding and customer management practices going forward. Our research highlighted several benefits of integrating AI into marketing such as improved customer interactions, increased revenue, reduced expenses, and enhanced overall efficiency. However, this research also pointed out areas requiring further investigation including challenges posed by AI integration like shortage of skilled personnel and data privacy concerns.

Keywords: ***Artificial Intelligence, Personalized Engagement Marketing, AI for Customer Engagement, Customer Customization, and Customer Personalization.***

1. INTRODUCTION

The study of digital and technological advancements in marketing has progressed rapidly, with researchers focusing on understanding how these developments impact organizational knowledge and the fulfilment of customer needs. The existing research in marketing encompasses various technologies' effects and applications on marketing performance. In recent years, there has been a growing emphasis on exploring the intersection between Artificial Intelligence (AI) and marketing, as indicated by calls for further investigation into AI-related topics within this field (Davenport et al., 2020; Kumar et al., 2019). In this instance, we define AI as "computational agents that act intelligently," departing from earlier limited perspectives on AI's capabilities. We embrace the definition of Marketing AI as "the development of artificial agents that, given the information they have about consumers, competitors, and the focal company, suggest and/or take marketing actions to achieve the best marketing outcome" (Overgoor et al., 2019,p. 2).

AI is increasingly important in marketing from a business perspective. Companies such as Google, Amazon, and Netflix have already incorporated AI into their marketing strategies to personalize customer experiences and drive sales. They have used AI algorithms to analyze customer data, predict consumer preferences, and deliver targeted marketing messages. Subsequently, AI has played a crucial role in improving customer engagement and satisfaction. AI is widely acknowledged as the most influential technology for business, with expected growth from $10.1 billion in 2020 to $190 billion by 2025 (Song et al., 2019). This growth indicates the immense potential of AI in transforming marketing practices and driving business success. AI is increasingly involved in sales and marketing, with 24% of US companies already integrating AI and the number is expected to reach 60% soon (Vlačić et al., 2021).

McKinsey & Co. analyzed over 400 AI use cases across 19 industries and 9 business functions, finding that the greatest potential value of AI lies in domains related to marketing and sales. This impact is seen through activities such as offering next-best offers to customers, programmatic buying of digital ads, and predictive lead scoring. The influence of AI varies by industry; it is most significant in consumer-packaged goods, retail, banking, and travel due to their frequent interactions with large customer bases and extensive customer transaction data. External sources like social media or reports from data brokers can further enhance this wealth of information for analysis using AI technologies.

Despite this potential impact, literature on the intersection between marketing strategies/behaviours and AI remains limited. As a response to these gaps in research, we propose a framework describing the current status of AI within marketing while also envisioning how it will continue evolving. Marketers are looking toward leveraging AI for segmentation analytics linked with market strategy along with messaging personalization tied to predictive behaviours influencing customer actions.

2. LITERATURE REVIEW

2.1. Introduction to Artificial Intelligence

Artificial intelligence (AI) refers to the ability of machines to perform tasks that typically require human intelligence, such as learning from data, adapting to new situations, and performing tasks autonomously (Keskinbora & Güven, 2020). While Chen et al., (2020) refer to artificial intelligence (AI) as a field that involves the development of intelligent machines and computer programs capable of cognitive functions, learning, problem-solving, and adaptability. AI is characterized by its cognitive abilities, learning, adaptability, and decision-making capabilities, leading to the creation of intelligent machines and computer programs. AI is designed to simulate human brain activities such as reasoning, identification, understanding, learning, thinking, and problem-solving (Shan & Yu, 2021; Zhang, 2021). It involves a combination of algorithms and techniques that enable machines to perform tasks comparable to human intelligence (Veselovsky et al., 2021). Therefore, we can say that Artificial intelligence (AI) is a field characterized by the development of machines and computer systems that exhibit human-like intelligence, encompassing cognitive abilities, learning, adaptability, and decision-making capabilities. This level of intelligence allows machines to sense their environment, think, learn, and act, mimicking human intellectual functions.

AI can be broadly categorized into two main types: artificial general intelligence (AGI) and artificial narrow intelligence (ANI). AGI refers to machines that can operate independently in various scenarios, similar to humans, while ANI is designed for specific tasks. Explainable AI is an essential element of AI advancement, with the goal of overcoming the "black-box approach" through the design of models that can be comprehended by humans. (Samuelsson, 2023). This transparency is crucial for establishing trust in AI systems and ensuring their responsible use. Additionally, the concept of adjustable autonomy suggests that humans should have control over AI systems, especially in complex situations (Al-Bsherawy, 2021).

AI is a rapidly growing technological phenomenon that various industries seek to exploit for efficiency gains and cost reductions (Hassani et al., 2020). As it is a set of algorithms and software systems capable of solving problems in a manner similar to humans, with the added ability to learn (Digilina et al., 2023). Therefore, AI systems can be designed to perceive, reason, learn, communicate, and act in complex environments, sometimes even surpassing human capabilities. The technology allows for the development of intelligent computer programs and machines that can perform creative operations traditionally associated with human functions. Now that AI becomes more integrated into society, questions about the legal and moral responsibilities associated with AI systems have emerged (Heinrichs, 2022; Mijwil & Al-Mistarehi, 2022). Issues like bias, privacy, and accountability must be carefully considered to ensure the ethical development and use of AI.

2.2. The Emergence of Artificial Intelligence in Customer Engagement and Marketing

The use of AI in marketing is becoming increasingly prevalent and can be used to enhance various aspects of the marketing process, such as customer segmentation, personalized product recommendations, predictive analytics, and automated marketing campaigns. Personalization and customization are two key concepts in marketing that aim to enhance customer experiences and drive engagement. Personalization involves tailoring products and services to individual customer preferences (Hemker et al., 2021). It focuses on designing and producing in ways that resonate with customer tastes and needs (Shukla &

Gupta, 2022). This strategy is effective in creating a closer relationship between customers and businesses, particularly in the context of small and medium enterprises (Suryawijaya & Wardhani, 2023). Moreover, personalization in marketing can be defined as the customization of products and purchase experiences based on individual consumer preferences (Hemker et al., 2021).

On the other hand, customization involves adapting offerings to specific groups of customers or even individual customers (Kamel, 2023). It is about creating tailored experiences for customers based on their preferences and data (Wen, 2021). Customization strategies, such as offering personalized services, have been shown to be effective in enhancing customer satisfaction and loyalty (Park et al., 2022). Additionally, customization is crucial in adapting marketing mix elements to suit the needs of different customer segments (Hollebeek et al., 2022).

Both personalization and customization play significant roles in marketing strategies. Personalization, through the use of customer data, helps in creating unique experiences for customers, while customization allows for tailored offerings that cater to specific customer needs and preferences. By leveraging these strategies, businesses can enhance customer engagement, satisfaction, and loyalty, ultimately leading to improved marketing performance and competitiveness. Personalization in marketing is a crucial process that establishes a strong connection between customers and marketers, fostering positive attitudes and behaviors among consumers (Gao & Liu, 2022). This personalized approach not only enhances the relationship between customers and marketers but also solidifies the bond between them, leading to increased engagement (Hemker et al., 2021). Customer engagement, which encompasses attitudes, behaviors, and the level of connectedness among customers, employees, and the firm, is influenced by the quality of relationships. Positive relationships play a pivotal role in driving customer engagement behaviors, highlighting the significance of personalized interactions in marketing strategies (McKee et al., 2023).

Furthermore, personalization is instrumental in creating tailored experiences for customers, which can lead to a deeper emotional connection and engagement (Chandra et al., 2022). By leveraging customer data and preferences, marketers can customize offerings and communication to enhance customer satisfaction and loyalty (Hemker et al., 2021). This tailored approach not only improves customer experiences but also strengthens brand-consumer relationships, ultimately driving positive brand behaviors (McKee et al., 2023).

Artificial Intelligence (AI) has had a significant impact on customer personalization and customization in the marketing industry. Research has shown that AI plays a crucial role in enhancing customer experiences through personalized assistance and tailored interactions (Ho & Chow, 2023). AI stimuli, such as perceived personalization and interactivity, have been found to positively influence customer stickiness, leading to improved customer retention and loyalty. The application of AI in marketing has transformed customer behaviors and the overall customer journey, enabling businesses to create better brand awareness, enhance customer relationships, and offer personalized product modifications (Rana et al., 2022).

AI-powered tools like chatbots, recommenders, and virtual assistants have been instrumental in improving brand-customer interactions and providing customized services to meet individual customer needs. Additionally, AI marketing strategies have been shown to positively impact organizational performance by increasing profits, enhancing service quality, driving sales growth, and improving customer satisfaction (Wu & Monfort, 2022). AI-enabled personalization throughout the customer journey has revolutionized the customer experience and value co-creation in interactive marketing (Gao & Liu, 2022). Furthermore, AI has been increasingly utilized in operational marketing activities such as ad design, customer targeting, and analysis, leading to more effective and efficient marketing decisions (Zaman, 2022). The use of AI in customer segmentation, personalized experiences, and predictive analytics based on consumer behavior has enabled businesses to gain a deeper understanding of their customers and tailor their marketing strategies accordingly (Ljepava, 2022). AI systems have facilitated one-to-one segmentation and targeting, allowing marketers to engage customers with customized messages and services (Mogaji et al., 2020). Furthermore, artificial intelligence (AI) has significantly impacted customer engagement in the digital era, allowing marketers to provide personalized experiences to customers at scale. This shift towards customer-centric approaches has greatly benefited customers (Bhagat et al., 2022). Marketers can utilize AI to analyze customer behaviour, gain insights, and improve customer targeting, engagement, experience, and loyalty. Through intelligent automation, AI can enhance trust and engagement by offering personalized experiences.

Research has demonstrated that AI tools are instrumental in enhancing customer experience by developing a model to understand how AI tools can enhance customer satisfaction and loyalty. AI has been shown to create positive experiences that foster brand trust and customer satisfaction in online fashion retail (Pillarisetty & Mishra, 2022). Websites powered by AI have been found to be interactive, secure, and user-friendly, and contribute to improved digital marketing performance. The impact of AI on sales in the marketing landscape has been substantial, revolutionizing various business aspects, including sales.

Moreover, AI plays a crucial role in personalized engagement marketing, assisting in the creation, communication, and delivery of personalized offerings to customers (Kumar et al., 2019). Studies have analyzed the effects of AI stimuli on customer engagement and value co-creation, emphasizing the moderating role of customer ability readiness (Gao et al., 2022). The application of AI in precision marketing has significantly enhanced social productivity and economic growth (Yang et al., 2021). The influence of AI on customer trust and engagement, particularly in the home-sharing industry, has been studied, highlighting

AI's role in improving customer experiences and trust (Chen et al., 2022). Ethical considerations in AI implementation have been emphasized to enhance customer experience and increase confidence in companies (Dolganova, 2021).

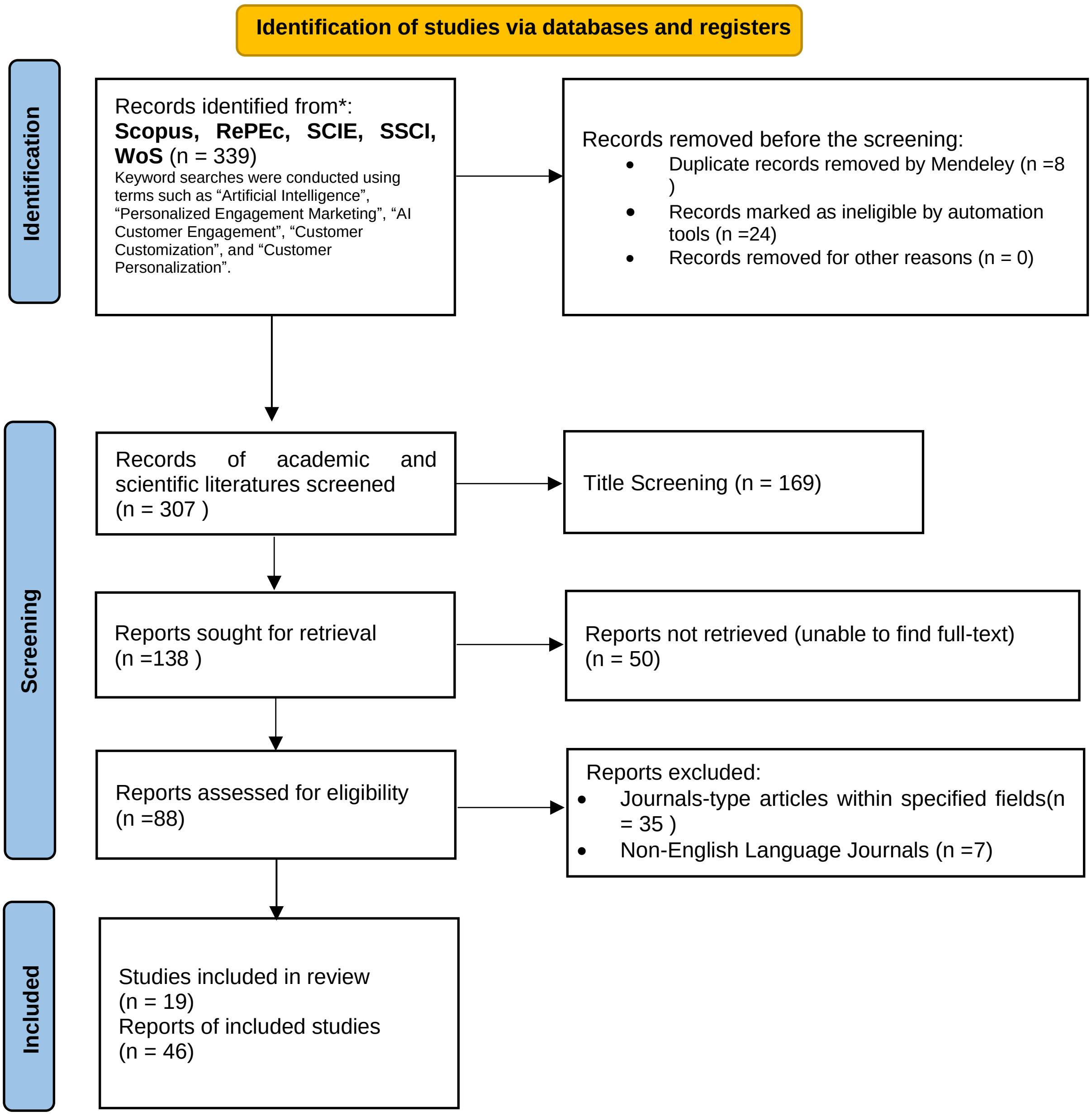
3. RESEARCH METHOD

The study utilizes a systematic comprehensive literature review approach, examining existing literature and research on the utilization of Artificial Intelligence in personalized engagement marketing. Systematic literature reviews are defined as research that addresses specific questions using transparent and replicable procedures at each step in the process (Kim, 2023).

Recent studies have outlined three prevalent methodologies: expert-based surveys, citation studies which adopt a quantitative approach but lack richness compared to expert surveys, and content analysis providing rich data while incorporating author subjectivity during the coding process. Previous literature on AI and marketing has mainly followed expert-based or citation-based approaches. In this study, a content analysis based hybrid-narrative systematic review approach is adopted to expand the research domain of AI and marketing by offering a framework for future agendas. The review study utilized the PRISMA approach for reporting the screened and analyzed research papers. Secondary data and information were collected from various sources including journals, periodicals, conference papers, working paper scholars, researchers, and published e-books accessed through Scopus, Science Citation Index Expanded, Research Papers in Economics, Social Sciences Citation Index, Web of Science and Google Scholar. A wide range of keywords such as AI adoption for Marketing, AI adoption for customer engagement, AI adoption for customer customization, and Barriers of AI adoption in marketing were used to search for relevant literature.

Initially obtaining 339 papers from Scopus, Science Citation Index Expanded, Research Papers in Economics, Social Sciences Citation Index, Web of Science and Google Scholar published between 2019 to 2024; The selection process focused on three main subjects: AI Customer Engagement, Customer Customization, and Customer personalization were further filtered based on sub-keywords like "adoption-intention" & "Business Usage of AI Marketing". Only English language publications were included whilst removing any duplicates following initial abstract screening. Only less than fifteen percent of sources were retained after full-text screening or content evaluation leading to a final analysis incorporating a total of 46 related sources spanning from year 2019 to year 2024. Amongst these referenced, the top five source databases are identified as follows: Scopus (10 papers); RePEc (10 papers); SCIE (12papers); SSCI (8papers) and WoS (6papers). This conceptual study also listed the top five databases that contributed towards its findings out which ten in total are used. Nevertheless, it is crucial to emphasize that the quantity of papers presented does not reflect the overall number of research studies utilized. This is due to overlapping, as exemplified by a study being classified in both Scopus and RePec, which requires its inclusion. This systematic literature review adheres to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure transparency and completeness in reporting. No ethical approval was required for this systematic literature review as it involved the analysis of publicly available data from previously published studies.

Figure 1 PRISMA Model for Systematic Review Description and Flow.

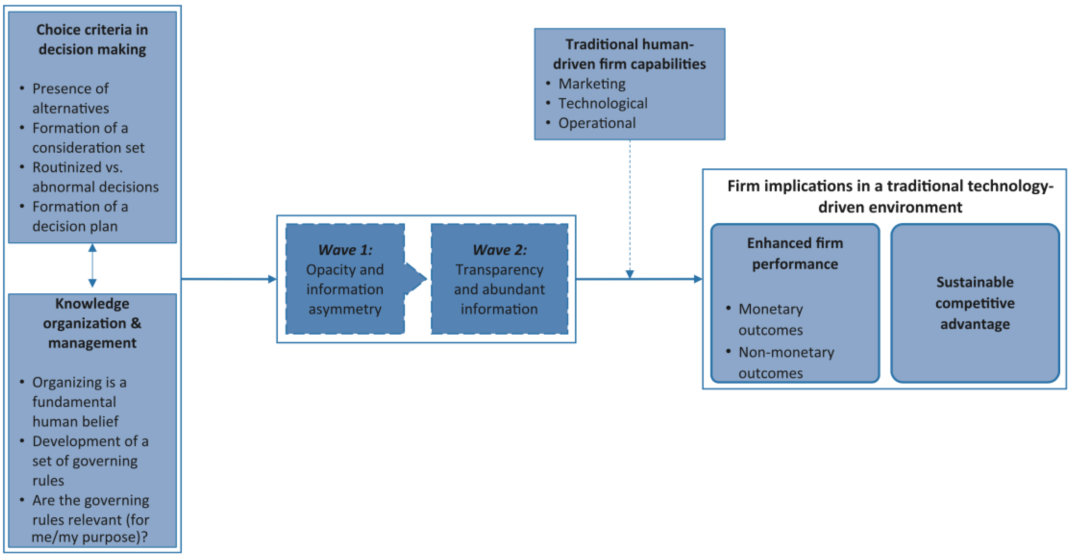


4. RESULTS AND DISCUSSION

In the digital age, customer personalization and engagement have become increasingly important for businesses seeking to build strong, lasting relationships with their customers. Artificial intelligence (AI) has emerged as a transformative technology that can significantly enhance personalized marketing strategies and customer engagement. To better understand the role of AI in personalized engagement marketing, an integrative framework can be proposed.

The research found that consumers assess products based on their existing knowledge of alternatives and how the product information aligns with this knowledge. Additionally, less informed consumers tend to compare more options than those who are more knowledgeable. This evidence is important for tailoring products using two approaches: one utilizing conventional/traditional technologies (as shown in Figure 2) and another involving AI (as shown in Figure 3), which both focus on managing consumer choice sets and their understanding.

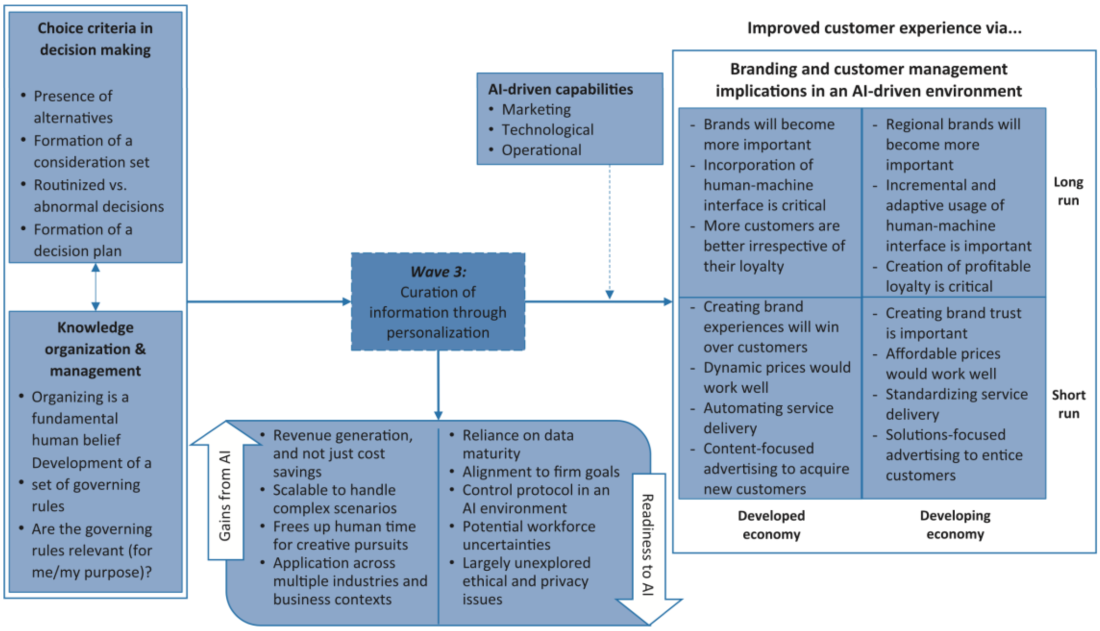
Figure 2. Conventional Technologies and Information Processing Flow for Consumers.



(Chart from flow structure developed by Kumar et al., 2019)

Figure 2 depicts the impact of information on firm results by shaping human capabilities, which in turn influences strategic recommendations and product configurations. This process encompasses two phases of managing information, ultimately resulting in enhanced firm performance and a lasting competitive edge.

Figure 3. A Comprehensive Flow Structure for Comprehending Artificial Intelligence's Function in Personalized Engagement Marketing



(Chart from flow structure developed by Kumar et al., 2019)

Figure 3 depicts a global setting shaped by the third wave, featuring tailored options to cater to individual consumer requirements. In this scenario, AI's function diverges substantially from conventional marketing methods by prioritizing customization through personalized content and employing strategies such as product selection, pricing tactics, distribution channels, and promotional initiatives.

The results of the systematic literature review revealed several key findings in the domain of AI and personalized marketing. Obviously, we found that the adoption of AI in marketing is steadily increasing across various sectors and research contexts. Businesses' inclinations toward implementing AI for marketing heavily hinge on the perceived advantages and barriers in relation to adoption. The identification of perceived benefits regarding AI adoption by businesses is rooted in the concepts of the Technology Acceptance Model (TAM), which originates from the Theory of Reasoned Action developed by Ajzen. TAM incorporates psychological aspects to comprehend a user's attitude towards technological implementation, with two core perceptions: perceived usefulness and perceived ease of use. PU signifies a user's perception of how beneficial technology is in enhancing overall organizational performance, while PEOU refers to their view that using the technology is effortless. Building upon these foundational principles, this study categorizes identified benefits into two groups as detailed in Table 1 below.

TAM	Perceived Usefulness (PU)	Perceived Ease of Use (PEOU)
Perceived Usefulness of AI for Personalized Engagement Marketing	Present something that the customer can relate to	Enabling Customer to have better customer service experience through the implementation of Artificial Intelligence
	Intelligence Advertising and Marketing Effort	Better Conversion Rate
	Reduce cost associated with Digital Marketing Activates	

Furthermore, recognizing perceived risks is equally crucial for balancing cost-benefit analysis during technological implementation. According to Holak and Lehmann, individuals evaluate perceived risk when making decisions; it was found that such risk can inhibit decision-making related to technological adoption due to its negative impact on acceptance, likely resulting from uncertainty and unpleasant user experiences. Relevantly, specific risks associated with AI adoption were pinpointed encompassing expensive procurement costs, lack of senior management support, employee inexperience, and resistance to change. These identified risks are coined as 'perceived barriers' within this conceptual study on AI adoption.

4.1 Perceived Usefulness of AI for Personalized Engagement Marketing

The significance of AI in today's society cannot be overstated. As technology progresses, it becomes more evident that AI will have a substantial impact on shaping the future. The adoption of AI in digital marketing is linked to numerous perceived benefits and its potential in revolutionizing marketing practices. Researchers have highlighted the benefits of AI adoption in marketing, emphasizing its role in enhancing customer relationships, increasing revenues, reducing costs, and improving marketing effectiveness and efficiencies (Chen et al., 2021; Minton et al., 2022; Paschen et al., 2019). The use of AI technology offers significant opportunities for marketers, with its application in digital marketing showing effectiveness and popularity, especially in business-to-business (B2B) marketing contexts (Keegan et al., 2022; Chen et al., 2021). Moreover, the perceived usefulness of AI in marketing is crucial for its acceptance and successful implementation. Studies suggest that the perceived usefulness of AI can create a positive perception of the technology, offering growth and learning opportunities for employees (Stamate et al., 2021). Additionally, the value co-creation process facilitated by AI in marketing highlights the importance of educating customers on how AI can aid in making informed decisions and enhancing the customer experience (Swan, 2023; Payne et al., 2021). Looking ahead, the future of marketing is expected to be significantly shaped by AI, with anticipated changes in marketing strategies and customer behaviors (Davenport et al., 2019). As AI continues to evolve and impact various industries, including marketing, understanding user perceptions and engagement with AI technologies becomes essential for developing effective marketing strategies (Rezwana, 2022). The potential for AI to transform marketing practices is vast, with its ability to personalize interactions, innovate marketing approaches, and enhance overall marketing performance (Paschen et al., 2019).

While the upfront costs of adopting AI for businesses may be high, its efficiency can significantly reduce overall marketing expenses while providing relevant data indispensable for making informed decisions that align with organizational goals. In addition, AI can also streamline processes and improve customer satisfaction through personalized experiences. The ROI of a marketing campaign will also be improved through Artificial Intelligence as it uses big data and machine learning to target the right audience (Zhu, 2022). Therefore, it is crucial for marketers to position the products through AI assistants and target audiences rightly (Zaman, 2022).

Most advanced technological firms use digital marketing tools to change customers' behaviors by discovering the wonders of Artificial Intelligence. AI can lead to better customer engagement and higher conversion rates through personalized user experiences and targeted advertisements.

Lastly, the use of AI in developing marketing strategies can help businesses make more informed data-driven decisions, leading to improved marketing performance and increased competitiveness (Chen et al., 2021; Minton et al., 2022) (Li et al., 2021); (Zhu, 2022); (Lu, 2021); (Huang & Rust, 2020). Therefore, the perceived usefulness of AI in marketing is a critical factor driving its adoption and integration within organizations.

4.2 Perceived Barriers to AI Adoption in Personalized Engagement Marketing

While the potential benefits of AI in marketing are substantial, there are also several perceived barriers that hinder its widespread adoption. One major concern is the high investment costs associated with procuring and implementing AI technologies (Priyanga, 2023). Adopting AI solutions can require significant financial resources, including the purchase of hardware, software licenses, and the training of employees.

This financial burden can be particularly challenging for small and medium-sized enterprises, which may lack the necessary resources or expertise to effectively integrate AI into their marketing operations (Čubrić, 2020).

Another key barrier is the lack of AI-related skills and expertise within organizations. Implementing AI-powered marketing solutions often requires a specialized skill set, including data scientists, machine learning engineers, and AI-savvy marketing professionals. However, the shortage of talent with these skills can make it difficult for businesses to effectively leverage AI in their marketing efforts.

Organizational resistance to change can also hinder AI adoption in marketing. Employees may be hesitant to embrace new technologies, fearing that AI will replace their roles or lead to job losses. This resistance can be exacerbated by a lack of understanding or trust in AI technology, leading to reluctance to adopt and integrate it within the organization (Hicham et al., 2023) (Bao, 2009).

Furthermore, concerns about data privacy and security can also pose barriers to AI adoption in marketing. As AI systems often rely on large amounts of customer data, there are valid concerns about the ethical use and protection of this information. Businesses must navigate complex regulatory landscapes and ensure compliance with data privacy regulations, which can add additional complexity and barriers to AI adoption.

In conclusion, while the perceived benefits of AI in marketing are substantial, the perceived barriers, including high investment costs, skills gaps, organizational resistance, and data privacy concerns, can hinder its widespread adoption. Addressing these barriers through strategic investments, employee training, and robust data governance frameworks will be crucial for companies seeking to leverage the full potential of AI in their marketing efforts (Huang & Rust, 2020); (Hicham et al., 2023); (Campbell et al., 2020).

5. CONCLUSION

This conceptual study highlights the significant role of artificial intelligence in transforming modern marketing practices. A systematic literature review identified key perceived benefits and barriers associated with AI adoption by businesses, suggesting that integrating AI technologies can enhance critical marketing functions such as content personalization, targeted advertising, customer service, cost optimization, and conversion rate optimization. Furthermore, the use of AI in customer segmentation, personalized experiences, and predictive analytics based on consumer behavior has enabled businesses to gain a deeper understanding of their customers and tailor their marketing strategies accordingly (Ljepava, 2022). In the digital age, customer personalization and engagement have become increasingly important for businesses seeking to build strong, lasting relationships with their customers. Artificial intelligence (AI) has emerged as a transformative technology that can significantly enhance personalized marketing strategies and customer engagement.

However, successful implementation of AI in marketing also faces several challenges including high procurement costs, lack of senior management support, employee inexperience and resistance to change. To address these barriers effectively organizations must prioritize strategic planning, invest in employee training and education and develop a clear roadmap for AI integration aligned with overall business objectives.

As AI continues to evolve, further research is needed to explore the dynamic interplay between emerging technologies and evolving marketing practices. By proactively addressing the perceived risks while leveraging the benefits organisations can harness the transformative power of AI gaining a competitive edge in rapidly changing market landscape. Future research should extend this framework by empirically validating relationships between identified factors impacting on both AI adoption and marketing performance. Overall, this research offers valuable insights for both marketing scholars & practitioners seeking to strategically integrate AL into their daily operations providing them an understanding influential drivers affecting AL adoption & how these findings help developing effective change management strategies.

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