



# American Journal of Financial Technology and Innovation (AJFTI)

ISSN: 2996-0975 (ONLINE)

VOLUME 3 ISSUE 1 (2025)

PUBLISHED BY  
E-PALLI PUBLISHERS, DELAWARE, USA

## Comparative Analysis of AI-Driven Marketing Strategies of the E-Commerce Industry in the Modern World

Md. Amran Hossain Pabel<sup>1</sup>, Ratna Akter<sup>2</sup>, Tapan Kumar Biswas<sup>2</sup>, Md. Mostafa Kamal<sup>2\*</sup>, Foyjun Nahar<sup>3</sup>, Jumman Sani<sup>2</sup>

### Article Information

**Received:** September 12, 2024

**Accepted:** October 16, 2024

**Published:** May 10, 2025

### Keywords

*AI-Driven Marketing,  
E-Commerce Sector, Marketing  
Strategies, Business Performance,  
Customer Experience*

### ABSTRACT

E-commerce organizations increasingly employ Artificial Intelligence (AI) technologies to reinforce consumer experiences, enhance marketing campaigns, and optimize overall business performance. This study focuses on providing an extensive analysis of AI-driven marketing strategies in the e-commerce sector in the contemporary world. This study employed bibliometrics analysis, which is a technique employed to comprehend the development and nature of a specific discipline by integrating, interpreting, and assessing existing sources and statistics. This paper compared and evaluated the myriad AI-driven marketing strategies adopted by e-commerce companies, highlighting their benefits, challenges, and potential implications for the sector. The findings exposed that e-commerce comprehensively employs experiential marketing, with a specific focus on the effects of Artificial Intelligence in virtual-based assistants. Besides, this study highlighted the instrumental role of Artificial Intelligence in terms of facilitating personalized experiences, strategic decision-making, and predictive algorithms, within marketing operations in e-commerce. Moreover, market research underscores the incorporation of Artificial Intelligence in distinct areas such as marketing and sales, data analysis, and comprehending consumer behavior. This study discussed diverse aspects of research and applications of Artificial Intelligence in different marketing domains. The research ascertained that integrated digital marketing examines the application of social media data for customer sentiment analysis and the employment of Artificial Intelligence algorithms in social media marketing. A significant volume of studies established that content marketing concentrates on the implications of Artificial Intelligence on content creation and targeting, and the company-level repercussions of Artificial Intelligence in marketing.

### INTRODUCTION

In the modern digital era, e-commerce has experienced dramatic growth, transforming how businesses operate and customers' experiences. Concurrently, Artificial Intelligence (AI) evolutions have transformed various industries, such as marketing. AI-driven marketing approaches have emanated as powerful tools for e-commerce businesses to elevate client experiences, leverage marketing campaigns, and enhance overall business performance (Acharya *et al.*, 2023). According to Acharya *et al.* (2023), the e-commerce sector has witnessed exponential growth in the recent past, propelled by the escalating dependence on online technological advancements. With the emergence of Artificial Intelligence, e-commerce businesses have access to complex techniques and tools that can monitor and evaluate large volumes of customer data, personalized marketing approaches, recommendation systems, and predictive analytics. As per Avinash (2020), AI-oriented marketing strategies can drive client engagement, elevate conversion rates, and reinforce client satisfaction, thereby promoting business success in the highly competitive e-commerce landscape. Bawack *et al.* (2023) indicated that the execution of Artificial Intelligence-driven marketing tactics in the e-commerce sector has become

instrumental because of the large volume of consumer data available and the need for organizations to make data-based decisions. Artificial Intelligence technologies enable e-commerce organizations to monitor and evaluate large datasets, pinpoint patterns, and extract valuable insights to tailor more efficient marketing campaigns. Furthermore, AI-powered recommendation systems and chatbots have revolutionized the client experience by offering personalized product recommendations and instant customer support (Chintalapati & Pandey, 2021). The prime aim of this research paper is to provide a comparative analysis of AI-driven marketing strategies in the e-commerce sector, examining their benefits, challenges, and possible implications for the modern world. The respective objectives of this research paper are as follows:

- (a) To compare and contrast different Artificial Intelligence-driven marketing methods,
- (b) To evaluate and pinpoint the benefits of Artificial Intelligence-driven marketing strategies in the e-commerce sector.
- (c) To examine the challenges confronted during the deployment of AI-driven marketing strategies.
- (d) To explore the implications of Artificial Intelligence-driven marketing strategies on client experiences,

<sup>1</sup> Business Analytics, Wright State University, United States

<sup>2</sup> Business Administration, University of Development Alternative (UODA), Bangladesh

<sup>3</sup> Department of Computer Science and Engineering, University of Development Alternative (UODA), Bangladesh

\* Corresponding author's e-mail: [mostafakamal@y7mail.com](mailto:mostafakamal@y7mail.com)

marketing campaigns, and business performance in the e-commerce sector.

In that respect, the research questions were tailored as follows:

- How do different Artificial Intelligence-driven marketing strategies compare in terms of efficiency and effect on client experiences and business performance?
- What are the possible implications of Artificial Intelligence-oriented marketing tactics on the e-commerce sector?
- What are the benefits and challenges of Artificial Intelligence-driven strategies in the e-commerce sector?

The significance of this study lies in its contribution to the comprehension and advancement of Artificial Intelligence-driven marketing strategies in the e-commerce sector. In particular, this research paper will contribute to the current body of knowledge by presenting an extensive and robust analysis of Artificial Intelligence-driven marketing strategies in the e-commerce sector. Besides, this study will shed light on the benefits, roles, and challenges of deploying Artificial Intelligence technologies in marketing, therefore enhancing our comprehension of how Artificial Intelligence can be efficiently employed to drive business success in the modern world.

The findings of this study will have practical repercussions for e-commerce organizations. By analyzing and comparing distinctive AI-oriented marketing strategies, organizations will obtain insights concerning the most efficient strategies for reinforcing client experiences, enhancing marketing campaigns, and elevating overall business performance. As such, this research will guide organizations in making informed decisions concerning the adoption and execution of Artificial Intelligence technologies in their marketing strategies.

## LITERATURE REVIEW

### Overview of Artificial Intelligence in Marketing

Haleem *et al.* (2022), contend that Artificial Intelligence (AI) has emanated as a revolutionary force in various sectors, and its implication on marketing is specifically noteworthy. In the ever-changing landscape of the E-commerce sector, Artificial Intelligence-oriented marketing has proven to be a game-changer. As per Kalia (2022), Artificial Intelligence revolves around the simulation of human intelligence in machines, facilitating them to perform tasks that normally mandate human intelligence. As regards marketing, Artificial Intelligence is employed to promote efficiency, personalize customer experiences, and drive strategic decision-making.

Hasan (2022), argues that Artificial Intelligence in marketing comprises a range of technologies, including natural language processing, machine learning, and predictive analytics. These technologies allow organizations to assess and evaluate large volumes of data, retrieve meaningful insights, and automate processes. In the setting of E-commerce, Artificial Intelligence has proven to be a strategic asset, affording

marketers with powerful mechanisms to comprehend consumer behavior, enhance campaigns, and stay ahead of the competition.

### Role of AI in E-Commerce Marketing

Gkikas and Theodoridis (2017), asserted that the role of Artificial Intelligence in e-commerce marketing is paramount in terms of enhancing client experiences, leveraging marketing campaigns, and streamlining overall business performance. Artificial Intelligence technologies allow organizations to attain valuable insights from consumer data, comprehend consumer behavior, and develop targeted and personalized marketing tactics. Artificial Intelligence-driven marketing tactics play a paramount role in a myriad of domains.

In the E-commerce domain, where competition is stiff and consumer anticipations are high, Artificial Intelligence plays an instrumental role in various elements of marketing. One of the principal applications is in client targeting and segmentation. Artificial Intelligence algorithms can assess consumer data to pinpoint preferences and patterns, enabling marketers to tailor personalized and targeted campaigns (Gkikas & Theodoridis, 2017). This not only optimizes the client experience but also enhances the effectiveness of marketing efforts.

Moreover, Artificial Intelligence is indispensable in recommendation frameworks, a key attribute in E-commerce forums. By assessing consumer purchase history, and demographic information, browsing behavior, Artificial Intelligence algorithms can suggest and predict products that coincide with individual preferences. This not only increases sales but also promotes client loyalty by offering a tailored shopping experience (Gupta *et al.*, 2021).

### Benefits of AI-Driven Marketing in E-Commerce

The adoption of AI-driven marketing strategies in the E-commerce industry brings about a myriad of benefits that contribute to the overall success of businesses.

#### Enhanced Personalization

Artificial Intelligence facilitates highly personalized marketing campaigns premised on personal client behavior and preferences. This degree of personalization not only optimizes client satisfaction but also increases the likelihood of conversion (Gupta *et al.*, 2021).

#### Improved Customer Engagement

Virtual assistants and Chatbots empowered by Artificial Intelligence allow real-time interactions with clients, addressing and resolving their respective queries promptly as well as offering assistance. This not only elevates customer engagement but also builds loyalty and trust (Gupta *et al.*, 2021).

#### Optimized Advertising

Artificial Intelligence facilitates precise targeting by assessing large-volume datasets to pinpoint the most

relevant audience segments. This optimization results in more efficient advertising campaigns, minimizing wasted resources and elevating return on investment (Gupta *et al.*, 2021).

### Data-Driven Decision Making

Artificial Intelligence processes and assesses large volumes of data at a scale and speed nearly impossible for humans. This capacity empowers marketers and advertisers to make data-driven choices, pinpoint trends, and adapt strategies in real time (Gupta *et al.*, 2021).

### Effective Resource Allocation

Artificial Intelligence-driven automation simplifies various marketing procedures, from campaign optimization to client support. This effectiveness facilitates organizations to allocate resources more efficiently, focusing on high-impact activities.

### Challenges in Implementing AI-Driven Marketing Strategies

Despite the benefits and advantages of Artificial Intelligence in E-commerce marketing are evident, there are also challenges related to its implementation that organizations should navigate. (1) Data Privacy Concerns: The adoption of Artificial Intelligence entails the gathering and analysis of large volumes of customer data. This in turn causes concerns regarding security and data privacy. As such, affirming compliance with regulations and establishing trust with customers regarding data handling practices is crucial (Haleem *et al.*, 2022) (b) Consolidation Complexities: Deploying Artificial Intelligence-oriented marketing strategies frequently demands incorporation with current systems and technologies. This process can be complex and may require significant investments in both time and resources (Haleem *et al.*, 2022).

### Comparative Analysis of Artificial Intelligence-Driven Marketing Strategies

According to Kalia (2022), Artificial Intelligence-based marketing tactics have become instrumental aspects of contemporary business frameworks, each providing unique benefits and resolving specific components of the client journey. This comparative evaluation examines five key Artificial Intelligence-based marketing tactics, most notably personalization and recommendation frameworks, chatbots and virtual assistants, predictive analytics and client segmentation, dynamic pricing and demand prediction, and social media analysis and influencer marketing.

### Personalization and Recommendation Systems

Recommendation and personalization systems leverage Artificial Intelligence algorithms to assess user preferences and behavior, offering tailored product suggestions and content. E-commerce forums employ these systems to elevate the client experience and drive engagement. For instance, Amazon's recommendation engine is prominent

for its capability to suggest relevant items based on user purchases and browsing history (Kalia, 2022). The system evaluates large volumes of data and incorporates collaborative filtering and machine learning algorithms to forecast customer preferences accurately.

### Advantages

Personalization and recommendation systems promote a sense of individuality, elevating client loyalty and satisfaction. By comprehending client's preferences, companies can present targeted promotions, escalating the likelihood of conversions. Recommendation frameworks contribute to upselling and cross-selling opportunities, leveraging revenue per client (Kalia, 2022).

### Challenges

Gazi and Ray (2023), indicated that over-dependence on algorithms may culminate in a "filter bubble," where customers are only visible to a limited range of content or products. Striking the right balance between diversity and personalization in recommendations is pivotal. Furthermore, the accuracy of recommendations relies on the quantity and quality of available data, making data privacy and security paramount concerns (Kitsios & Kamariotou, 2020).

### Chatbots and Virtual Assistants

As per Hasan (2022), Virtual assistants and chatbots powered by Artificial Intelligence have become instrumental in offering real-time clientele support, addressing queries, and guiding users via the purchase process. These technologies reinforce customer interaction and streamline communication. For instance, e-commerce corporation Alibaba adopts AI-powered chatbots to manage client inquiries on its forum. These chatbots adopt natural language processing and machine learning to comprehend and react to consumer queries, minimizing the need for human intervention.

### Advantages

Chatbots provide 24/7 availability, thus enhancing client service by presenting instant responses. They can manage routine queries, liberating human agents for more sophisticated tasks. Virtual assistants lead to a seamless and effective client journey, increasing overall satisfaction (Hasan, 2022).

### Challenges

The challenge depends on guaranteeing that chatbots offer accurate and contextually relevant information. Striking the required balance between automated responses and the need for human involvement in sophisticated scenarios is pivotal (Hasan, 2022). Besides, designing chatbots that reflect the brand's tone and uphold a personalized touch can be quite challenging.

### Predictive Analytics and Customer Segmentation

Ma and Sun (2022), articulated that Predictive analytics

and customer segmentation constitute the application of Artificial Intelligence to assess data and predict future trends, enabling companies to craft marketing strategies to specific customer segments. For example, Organizations like Walmart and Target adopt complex data analytics and machine learning algorithms to segment clients based on their demographics, purchase history, and browsing behavior (Gazi & Ray, 2023). This segmentation facilitates them to design marketing promotions and campaigns for specific segments, hence, escalating the likelihood of conversion.

#### **Advantages**

Predictive analytics facilitates companies to expect customer needs, leveraging inventory management and minimizing costs. Consumer segmentation enables targeted marketing campaigns, elevating the efficiency of promotional efforts. By comprehending consumer behavior, organizations can adjust strategies to align with evolving trends (Ma & Sun, 2022)

#### **Challenges**

Attaining accurate predictions depends on the quality of historical data and the complexity of the Artificial Intelligence algorithms. Over-dependence on historical data may cause biases, and adjusting to rapidly transforming market dynamics can be challenging. As such, organizations should also navigate privacy matters related to extensive data analysis (Ma & Sun, 2022).

#### **Social Media Analysis and Influencer Marketing**

Moradi and Dass (2022), indicated that Artificial Intelligence-based influencer marketing and social media analysis have become instrumental for e-commerce businesses to comprehend customer sentiment, identify trends, and leverage influencers for brand promotion. Social media analysis employing Artificial Intelligence assists companies in comprehending client wants, enabling more targeted engagement tactics. Influencer marketing optimizes the reach and influence of individuals to promote products authentically. For example, beautybrands like Fashion Glossier and Nova have effectively deployed social media influencers to endorse their products and reach out to a wider audience (Hasan, 2022). AI-powered systems can pinpoint relevant influencers based on factors such as follower demographics, engagement rates, and brand affinity.

#### **Benefits**

Social media analysis affords key insights into customer preferences, behavior, and sentiment. By scrutinizing social media forums, companies can obtain a deep comprehension of their target audience, facilitating more informed decision-making in marketing strategies. Social media allows real-time communication and evaluation systems allow organizations to obtain instant feedback on campaigns, products, and overall brand perception (Moradi & Dass, 2022). This immediacy enables agile

responses, assisting organizations in resolving concerns on time and leveraging positive sentiments.

#### **Challenges**

According to Gazi and Ray (2023), the analysis and gathering of customer data raise privacy issues. Striking a balance between retrieving valuable data for evaluation and respecting customer privacy is a sensitive challenge. Organizations should navigate and maneuver via evolving regulations and affirm compliance to establish and uphold trust. Besides, the massive volume of data produced on social media can be cumbersome. Moreover, distinguishing meaningful data from the noise demands advanced analytical strategies and tools. Organizations may struggle to sort out the vast amount of information to extract actionable insights (Moradi & Dass, 2022).

#### **MATERIALS AND METHODS**

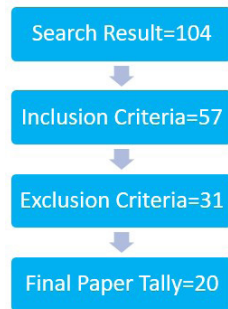
This study employed bibliometric analysis, which is a technique employed to comprehend the development and nature of a specific discipline by integrating, interpreting, and assessing existing sources and statistics. Moreover, bibliometric analysis is a versatile approach that consolidates distinctive analytical methods such as co-authorship, co-occurrence, and co-citation. Among these methods, co-occurrence evaluation is widely acknowledged as a powerful technique for examining and mapping associations among varying scientific research domains. Bibliometric studies present valuable insights by providing an extensive viewpoint on relevant fields or subjects, pinpointing advancements and changes over time, and pinpointing gaps and emerging topics for future researchers. For this study, data gathering was undertaken utilizing all indexes available in the Web of Science, Google Scholar, and IEEE. The search strategy comprised exploring research articles by imposing restrictions on the publication year. The keyword “AI-Driven Marketing Strategies in E-commerce Sector\*” was adopted to sort out the articles. Subsequently, all of the pinpointed relevant journal articles were downloaded.

The scope of this study entails a comparative analysis of Artificial Intelligence-driven marketing tactics in the e-commerce sector within the contemporary world. The study concentrates on comprehending the role, challenges, benefits, and repercussions of Artificial Intelligence technologies in the marketing domain of e-commerce businesses. The research particularly explores various AI-based marketing tactics, such as personalization and catboats, virtual assistants, recommendation systems, predictive analytics and client segmentation, social media analysis, and dynamic pricing.

This research will comprise a wide range of e-commerce organizations, taking into consideration both emerging and established companies. The study will examine case studies of big e-commerce corporations to ascertain their AI-driven marketing tactics and their effect on client experiences, marketing campaigns, and organizational performance. The comparative analysis will facilitate

the detection of best practices, successful deployment techniques, and possible domains for improvement within different AI-driven marketing approaches.

### RESULTS AND DISCUSSION



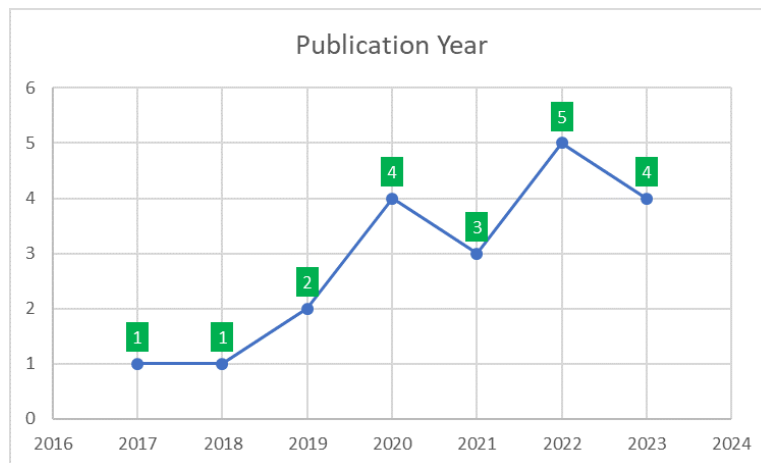
**Figure 1:** Showcases the Results of the Literature Search Process  
*Source: Authors' creation*

### Inclusion Criteria

- Inclusion Criteria #1: Studies located using the keywords “AI-driven Marketing in the e-commerce sector” As well as “AI and Marketing” only in their respective title
- Inclusion Criteria #2: “Marketing in E-commerce” AND/OR” Artificial Intelligence” only in the title
- Inclusion Criteria #3: Published after January 2017
- Inclusion Criteria #4: Only Journal articles that are published in peer-reviewed scholarly sources.
- Inclusion Criteria #4. Only studies written in the English language.

### Exclusion Criteria

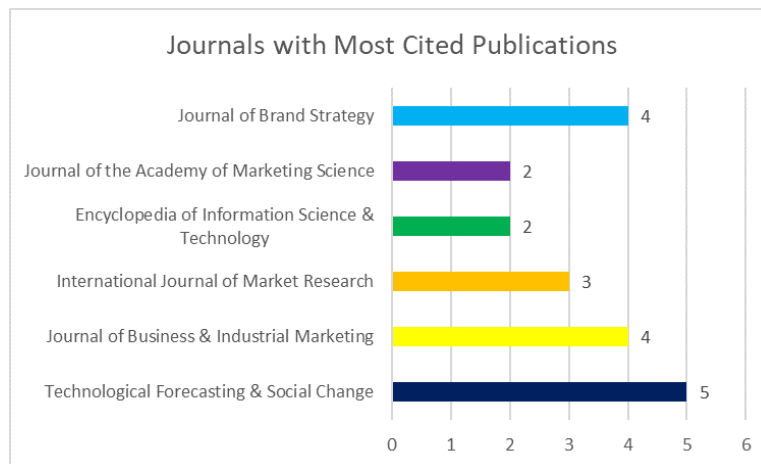
- Exclusion Criteria 1: Duplicates identified through the digital object identifier.
- Exclusion Criteria 2: Non-English Journal Articles.
- Exclusion Criteria 3: Dissertations and Opinion Reports



**Figure 2:** Showcases Number of Included Studies Per Year  
*Source: Authors' creation*

Figure 2 above showcases the number of citations selected per year. This comprised an overview of the dissemination of studies across the years in the domain of Artificial Intelligence in marketing. From the graph

above it is evident that the majority of the retrieved studies were from the past 5 years (n=19), demonstrating that the researcher included studies that were recent and relevant.



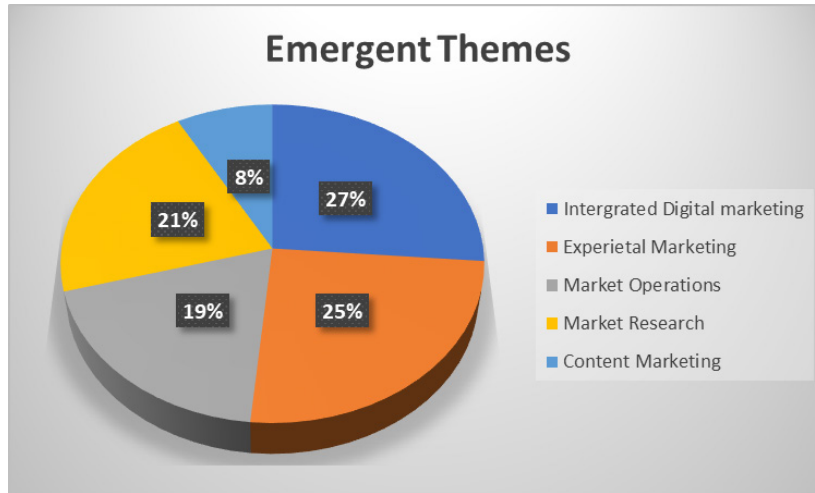
**Figure 3:** Journals with Most Cited Publications  
*Source: Authors' creation*

Figure 3 above exhibits the journals with the most cited publications. Technological Forecasting & Social Change (n=5), was the most cited journal, followed by the Journal of Business & Industrial Marketing (n=4), the Journal of Brand Strategy, and the International Journal of Market Research Respectively. These results indicated that these

journals are the most impactful in their respective fields. They are potentially the most widely read and respected journals in their fields.

**Findings**

Below figure 4 shows the emergent themes.



**Figure 4:** Emergent Themes  
*Source: Authors' creation*

**Theme 1: Integrated Digital Marketing**

The Artificial Intelligence transformation has substantially revolutionized digital marketing, and a myriad of studies have assessed the specific domains within digital marketing that have been impacted by AI. In particular, Moradi and Dass (2022), undertook research to examine the domain of digital marketing that has already witnessed the implications of Artificial Intelligence and how it has reinforced the digital marketing arena. Khokhar and Necula and Păvăloaia (2023), concentrated on examining the components that drive the employment of Artificial Intelligence in marketing. The future potential of Artificial Intelligence in marketing has been articulated by Sliwinski (2023), who pinpointed numerous new applications of Artificial Intelligence that are modeling the marketing sector. Soni (2019) presented key insights into the Artificial Intelligence ecosystem and the fundamental technologies that enable AI-driven marketing processes. In the setting of online advertising's wide-ranging impact in contemporary marketing, Verma *et al.* (2021), examined the implications of Artificial Intelligence on programmatic advertising.

Several recent studies have concentrated on examining the implications of Artificial Intelligence on digital marketing within specific research arenas. Wang *et al.* (2023) explored the impact of Artificial Intelligence on consumer experience, examining modern use case scenarios such as the Amazon Flywheel technique and Amazon Collaborative Filtering from the viewpoint of consumer service and client experience.

**Theme 2: Experiental Marketing**

Experiental marketing is deemed one of the most

innovative and heavily invested aspects in the domain of marketing. Comprehensive research has been undertaken on various components, with a specific focus on chatbots, voice, and the effects of image recognition (Yadav, 2022). Vapiwala and Pandita (2019) provided a framework presenting the diverse applications of revolutionary technologies in marketing and their equivalent implications. Previous research has examined the effect of consumer trust on the approval and application of AI agents, and the ethical implications and security requirements related to them (Yadav, 2022). Furthermore, significant studies have articulated the timeline and maturity level of Artificial Intelligence evolution (Acharya, 2023) and underscore the paramount role of Artificial Intelligence in terms of making informed marketing decisions (Hildebrand, 2019). Other substantial studies have included an in-depth assessment of the comprehensive application of Artificial Intelligence in marketing, the pinpointing of opportunities related to chatbots in marketing, and the tailoring of advanced intelligent search mechanisms (Bawack *et al.*, 2023).

**Theme 3: Marketing Operation**

Recent studies have concentrated on various components within marketing, such as direct marketing analytics employing support vector data description, AI-based surrounding in branding, real-time use scenarios of Artificial Intelligence-powered marketing automation, the consolidation of Artificial Intelligence in marketing, sales prediction, and the transformation of sales and marketing job roles. Marketing Technology (MARTECH) has emanated as an advancing sector within marketing operations, with a particular focus on marketing automation

and digital consolidation (Acharya, 2023). Bawack *et al.* (2023), undertook an extensive study assessing 5,000 real-time use incidents of MARTECH across various aspects such as sales, content, promotion, marketing advertising, and consumer experience. Meanwhile, Stone *et al.* (2020) performed a seminal study on the effects of Artificial Intelligence on decision-making and marketing strategies, which acts as a substantial reference in this arena. Chintalapati and Pandey (2021), further suggest that the escalating adoption of AI-powered marketing can affect virtually every aspect of marketing function.

#### Theme 4: Market Research

The domain of market research has mainly focused on the examination of customer behavior, with a significant study looking into this area. Hasan (2022), performed an assessment particularly assessing the application of Artificial Intelligence in customer segmentation and market research. In particular, studies on customer behavior have offered valuable insights, comprising the development of an algorithmic framework. Chintan (2019) performed research that showcased a strategic model for integrating Artificial Intelligence in marketing. Their model suggested a three-pronged dimension to strategic marketing planning. The study classified the present employment of Artificial Intelligence in marketing into three classes, based on the nature of their operation and application in the overall marketing process. These classes entailed mechanical AI, thinking AI, and feeling AI. Gupta *et al.* (2021), demonstrated how Artificial Intelligence can be more efficient when it improves the capabilities of human managers. Furthermore, other studies have assessed the amplification of Artificial Intelligence in B2B concepts and the assessment of marketing strategies.

#### Theme 5: Content Marketing

A significant number of studies have concentrated on the domain of intelligent content marketing and the employment of web technologies. These inventions have had a notable effect on diverse communication streams, comprising marketing and corporate communications (Kalia, 2022). The content itself has arisen as an influential and instrumental system within marketing, with specific attention provided to content curation and creation, which have witnessed substantial transformations via the adoption of Artificial Intelligence-powered marketing methods (Ma & Sun, 2022). As the quantity of content being produced and curated proceeds to escalate across diverse information consumption channels, there has been an escalating demand for content personalization (Moradi & Dass, 2022). The need for comprehensive content personalization has emerged from the desire to produce automated information using Artificial Intelligence-powered content marketing. To address this need, content recommender frameworks have been established using narrative science methodologies (Necula & Pāvāloia, 2023).

#### CONCLUSION

This research aimed to explore and shed light on the AI-driven strategies of the e-commerce industries. This study explored the real-time impact of Artificial Intelligence in marketing and employed a bibliographic methodology to examine the AI-driven strategies in the e-commerce sector. As Artificial Intelligence proceeds to advance, it will become more intelligent and augment human thinking, potentially surpassing human capabilities in creative thinking. This study discussed diverse aspects of research and applications of Artificial Intelligence in different domains of marketing. The research ascertained that Integrated digital marketing examines the application of social media data for customer sentiment analysis and the employment of Artificial Intelligence algorithms in social media marketing. A significant volume of studies established that content marketing concentrates on the implications of Artificial Intelligence on content creation and targeting, and the company-level repercussions of Artificial Intelligence in marketing.

This research exposed that e-commerce equally employs experiential marketing which revolves around the role of Artificial Intelligence in voice-based assistants, the philosophical underpinning of the Artificial Intelligence effect, and the application of Artificial Intelligence in e-commerce sectors. Besides, this study determined that marketing operations in e-commerce revolved around the use of Artificial Intelligence in personalized experiences, predictive algorithms, and strategic decision-making. On the other hand, market research articulates the incorporation of Artificial Intelligence in marketing and sales, data analysis, and comprehending consumer behavior.

#### REFERENCES

- Acharya, N. K., Sassenberg, A., & Soar, J. (2023). Effects of cognitive absorption on continuous use intention of AI-driven recommender systems in e-commerce. *Journal of Brand Strategy*, 25(2), 194–208. <https://doi.org/10.1108/fs-10-2021-0200>
- Avinash, V. (2020). The role of AI in predictive marketing using digital consumer data. *Journal of Business and Industrial Marketing*, 11(06), 106-109
- Bawack, R. E., Wamba, S. F., Carillo, K., & Akter, S. (2023). Artificial intelligence in E-Commerce: a bibliometric study and literature review. *Journal of Brand Strategy*, 32(1), 297–338. <https://doi.org/10.1007/s12525-022-00537-z>
- Chintan, S., Gunjan, T., Krupa, R., & Devang, V. (2019). Applications of artificial intelligence in marketing. *Journal of Business and Industrial Marketing*, 5(1), 29-36
- Chintalapati, S., & Pandey, S. K. (2021). Artificial intelligence in marketing: A systematic literature review. *Technological Forecasting & Social Change*, 64(1), 38–68. <https://doi.org/10.1177/14707853211018428>
- Gazi, M., & Ray, R. (2023). Exploring machine learning techniques for fraud detection in financial transactions.

- CJGE. <https://ytgxcb.periodicales.com/index.php/CJGE/article/view/332>
- Gkikas, D. C., & Theodoridis, P. K. (2017). AI in Consumer Behavior. *Technological Forecasting & Social Change*, 9(1)147–176. [https://doi.org/10.1007/978-3-030-80571-5\\_10](https://doi.org/10.1007/978-3-030-80571-5_10)
- Gupta, S., Justy, T., Kamboj, S., Kumar, A., & Kristoffersen, E. (2021). Big data and firm marketing performance: Findings from knowledge-based view. *Technological Forecasting and Social Change*, 171, 120986. <https://doi.org/10.1016/j.techfore.2021.120986>
- Gupta, S., Borkar, D., De Mello, C., & Patil, S. (2018). The application impact of artificial intelligence (AI) on e-commerce. *Journal of Business & Industrial Marketing*, 10(7).
- Hasan, M. R. (2022). Cybercrime techniques in online banking. *International Journal of Aquatic Science*, 13(1), 524–541. [https://www.journal-aquaticscience.com/article\\_158883.html](https://www.journal-aquaticscience.com/article_158883.html)
- Haleem, A., Javaid, M., Qadri, M. A., Singh, R. P., & Suman, R. (2022). Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Market Research*, 3, 119–132. <https://doi.org/10.1016/j.ijin.2022.08.005>
- Kalia, P. (2022). Artificial intelligence in e-commerce. *International Journal of Market Research*, 10(3), 9–19. <https://doi.org/10.1201/9781003095910-2>
- Kitsios, F., & Kamariotou, M. (2020). Artificial intelligence and business strategy towards digital transformation. *Encyclopedia of Information Science and Technology*, 13(4), 2025. <https://doi.org/10.3390/su13042025>
- Ma, L., & Sun, B. (2022). Machine learning and artificial intelligence in marketing – Connecting computing power to human insights. *International Journal of Research in Marketing*, 37(3), 481–504. <https://doi.org/10.1016/j.ijresmar.2020.04.005>
- Moradi, M., & Dass, M. (2022). Applications of artificial intelligence in B2B marketing: Challenges and future directions. *Journal of Business and Industrial Marketing*, 107, 300–314. <https://doi.org/10.1016/j.indmarman.2022.10.016>
- Necula, S., & Păvăloaia, V. (2023). AI-driven recommendations: A systematic review of the state of the art in e-commerce. *Journal of the Academy of Marketing Science*, 13(9), 5531. <https://doi.org/10.3390/app1309531>
- Śliwiński, R. (2023). Artificial intelligence: A prerequisite for competitive advantage in e-commerce. *Journal of the Academy of Marketing Science*, 15–34. <https://doi.org/10.4324/9781003204343-1>
- Soni, N. (2019). Impact of artificial intelligence on businesses: From research, innovation, market deployment to future shifts in business models. *Encyclopedia of Information Science & Technology*. <https://arxiv.org/abs/1905.02092>
- Verma, S., Sharma, R., Deb, S., & Maitra, D. (2021). Artificial intelligence in marketing: Systematic review and future research direction. *Technological Forecasting & Social Change*, 1(1), 100002. <https://doi.org/10.1016/j.jjimei.2020.100002>
- Wang, C., Ahmad, S. F., Ahmad, A. B., Awwad, E. M., Irshad, M. I., Ali, Y. A., Al-Razgan, M., Khan, Y., & Han, H. (2023). An empirical evaluation of technology acceptance model for Artificial Intelligence in E-commerce. *Technological Forecasting & Social Change*, 9(8), e18349. <https://doi.org/10.1016/j.heliyon.2023.e18349>
- Vapiwala, F., & Pandita, D. (2019). Analyzing the application of artificial intelligence for e-commerce customer engagement. *Journal of Brand Strategy*, 11(4), 1–7. <https://ieeexplore.ieee.org/document/10041655>
- Yadav, D. (2022). The intersection of AI and consumer behavior: Predictive models in modern marketing. *Technological Forecasting and Social Change*, 10(3), 11–17. <https://remittancesreview.com/menu-script/index.php/remittances/article/view/907>