



ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING: QUANTITATIVE ANALYSIS OF ITS IMPACT ON CUSTOMER PERSONALIZATION

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Abstract

The objective of this research is to systematically and quantitatively analyze the impact of artificial intelligence (AI) on customer personalization within digital marketing, using the PRISMA methodology. To this end, research was conducted in the Scopus and Web of Science databases, using the following keywords: artificial intelligence, digital marketing, and customer personalization. Initially, 44 documents were identified; however, after applying the inclusion criteria, 18 studies were deemed eligible for further analysis. The findings indicate that artificial intelligence (AI) has profoundly transformed marketing strategies, enabling the customization of content, services, and experiences to individual consumer needs in real time. Automated personalization has been demonstrated to enhance the efficacy of marketing campaigns, thereby fostering enhanced customer loyalty and satisfaction. Advancements were identified in conversational marketing, predictive systems, data analytics, and process automation, which serve to strengthen the company-consumer relationship. However, ethical challenges related to data privacy and algorithmic transparency are also recognized. It is concluded that artificial intelligence represents a strategic opportunity to design more relevant, dynamic, and user-centered customer experiences, provided that its implementation is carried out under ethical principles and digital responsibility. This review makes a significant contribution to the field of digital marketing by providing a systematic overview of the current state of knowledge in this area and by proposing new research directions that explore the interaction between artificial intelligence (AI) and personalization in commercial contexts.

Keywords: Artificial Intelligence, Digital Marketing, Customer Personalization, Systematic Review.

1. Introduction

The advent of digitization has had a profound impact on marketing methodologies, situating artificial intelligence (AI) as a pivotal element in the optimization of the user experience. As posited by Gao and Liu (2023), "AI facilitates more precise, real-time personalization, thereby considerably enhancing customer relationships."

The advent of personalization in the digital domain has been facilitated by the capacity of artificial intelligence (AI) to manage voluminous data sets and forecast consumer behavior. Carrillo Ancheyta and Sosa Zúñiga (2025) posit that "AI has revolutionized key areas such as experience adaptation, marketing task automation, predictive analytics for strategic decisions, and content production."

In addition to providing operational benefits, the implementation of AI in digital marketing has been shown to enhance the relationship between brands and their customers. Liu (2023) posits that "AI-based personalization in interactive marketing enriches the customer experience throughout their journey."

In Latin America, the implementation of artificial intelligence (AI) in digital marketing strategies has demonstrated notable advancements. Bailón Sánchez and Pico Bazurto (2025) emphasize that "the integration of AI in digital marketing methodologies has led to a significant enhancement in the personalization and segmentation of content, thereby improving the user experience and fostering brand loyalty."

Nevertheless, this technological transformation concomitantly poses challenges related to ethics and privacy. Sarioguz and Miser (2024) caution that "AI-driven personalization can give rise to concerns regarding data protection and the clarity of algorithmic utilization."

Hyper-personalization, while undoubtedly advantageous, necessitates the delineation of limits to ensure the preservation of user rights. The IAB Spain report (2025) underscores that "AI facilitates real-time data analysis, enhancing consumer comprehension and campaign efficacy," while concurrently underscoring the imperative to act with transparency and ethical responsibility.

The evolution of digital marketing toward more customized forms of communication is predicated on artificial intelligence's capacity to personalize messages and commercial offers to individual preferences. As Global Analytica (2025) observes, "AI facilitates the personalization of the customer experience across various digital channels by collecting and analyzing substantial volumes of user data to predict future behaviors and preferences."

This technological advancement has profoundly transformed the relationship between companies and consumers, facilitating more effective, timely, and customized communication. According to the EL PAÍS report (2025), "generative AI is essential for campaign creation, data management, and personalization, which increases consumer awareness and demands greater transparency and respect for privacy."

This systematic review was developed in accordance with the PRISMA methodology and aims to quantitatively examine the effect of artificial intelligence on customer personalization in the field of digital marketing. To this end, an exhaustive search was conducted in the Scopus and Web of Science databases, employing the keywords "artificial intelligence," "digital marketing," and "customer personalization." Of the 44 documents that were identified, 18 were selected for final analysis after the removal of duplicates and documents that were deemed irrelevant to the subject.

The objective of this study is to furnish a critical and informed perspective on the manner in which artificial intelligence is transforming digital marketing practices, with a particular focus on customer personalization and the ethical and technical challenges that are concomitant with this transformation. The findings of this review will inform the development of more effective, responsible, and user-oriented strategies within the contemporary digital ecosystem.

2. General objective

A systematic and quantitative analysis of recent scientific research on the impact of artificial intelligence on customer personalization in digital marketing is necessary to identify its main applications, benefits, ethical challenges, and emerging trends. This analysis should be based on publications indexed in Scopus and Web of Science.

3. Methods

According to Hernández et al. (2015), this research is qualitative in nature. That is to say, qualitative approaches correspond to research that uses the procedure of obtaining information to review and interpret the results obtained in such studies. To this end, a search was conducted in the Scopus and WoS databases using the keywords "FINANCIAL PROFITABILITY MODEL" and "CIRCULAR ECONOMY."

3.1 Research design

This study was developed using a systematic review of scientific literature, applying the guidelines of the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology, in order to ensure the transparency, reproducibility, and rigor of the research process.

The search strategy was executed in two prominent academic databases, known for their significant impact on the field: Scopus and Web of Science (WoS). To structure the query, the following keywords were used: The utilization of Boolean operators (AND and OR) in the combination of "*artificial intelligence*," "*digital marketing*," and "*customer personalization*" enables the optimization of retrieval processes, thereby ensuring the delivery of relevant results. No geographical restrictions were applied in the search, which was instead limited to the period between 2020 and 2024 in order to focus on literature that is both recent and up-to-date.

A total of 44 documents were identified in the initial stage of the review. Subsequently, duplicates were eliminated, and the titles, abstracts, and keywords were reviewed, with studies that were not thematically relevant to the research objective being discarded. Following the application of the inclusion and exclusion criteria, a final corpus of 18 scientific articles was identified that satisfied the subsequent criteria:

- Be published in journals indexed in Scopus or WoS.
- Have an explicit focus on the use of artificial intelligence in digital marketing.
- Directly address customer personalization as the central focus of the study.
- Present empirical results, theoretical reviews, or applied models.

The selected studies were analyzed using a data extraction matrix, identifying variables such as year of publication, country of origin of the research, type of approach (quantitative, qualitative, or mixed), AI techniques used, reported levels of personalization, and associated benefits or risks.

This procedure allowed us to systematize the information and develop a quantitative-descriptive analysis of current trends, most frequent applications, ethical implications, and future prospects for the use of artificial intelligence to personalize digital marketing strategies.

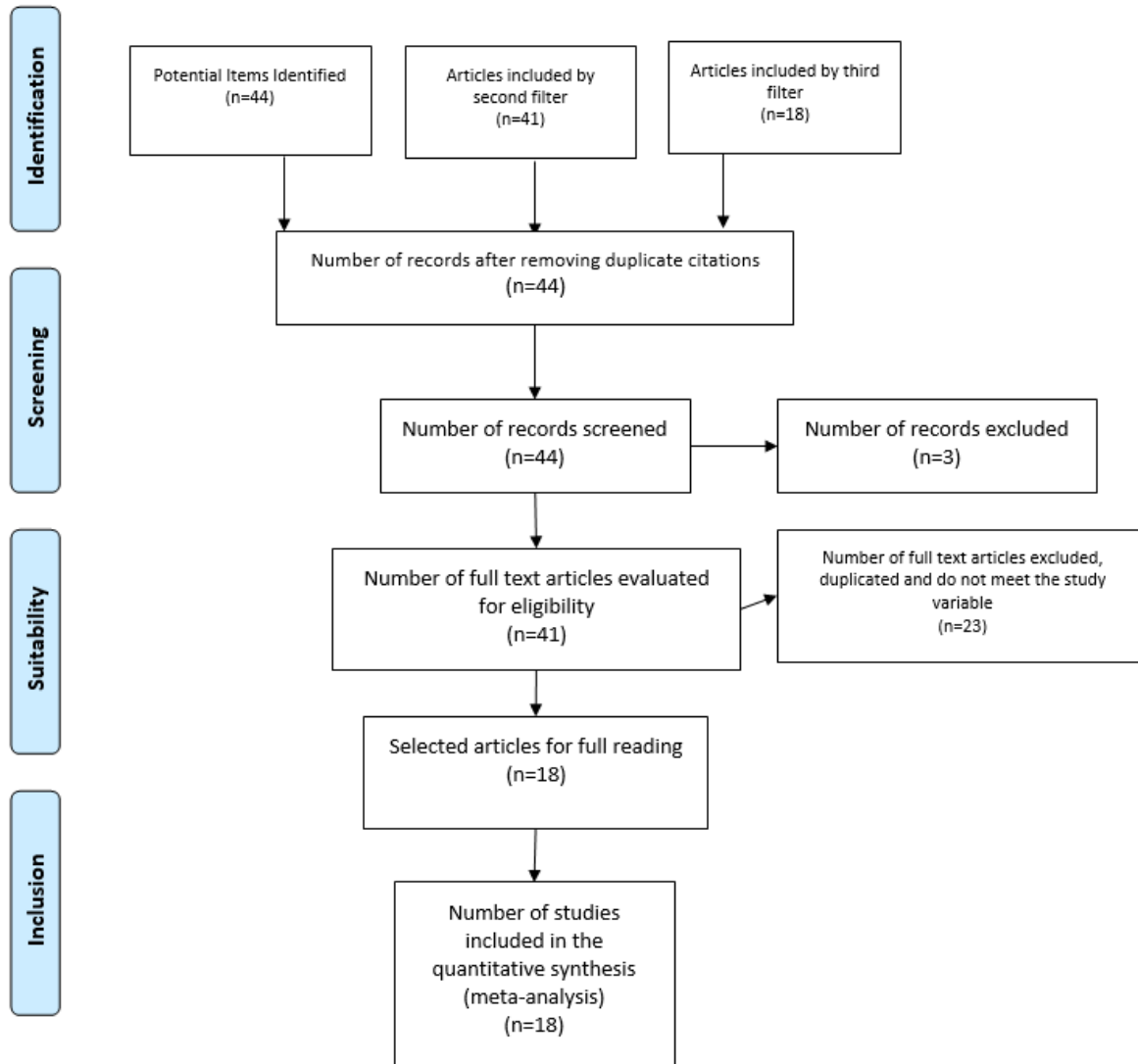


Figure 1. Flow chart of systematic review conducted using the PRISMA technique (Moher, Liberati, Tetzlaff, Altman, & Group, 2009)

Source: Own elaboration; based on the proposal by the Prisma Group (Moher, Liberati, Tetzlaff, Altman, & Group, 2009)

4. Results

Table 1 shows the results after applying the search filters related to the methodology proposed for this research, after recognizing the relevance of each of the referenced works.

No	RESEARCH TITLE	AUTHOR/YEAR	COUNTRY	TYPE OF STUDY	INDEXING
1	<i>New marketing approaches and consumer trends in</i>	Atasoy, A., & Basal, M. (2024).	TURKEY	Qualitative	Scopus

	<i>line with technological developments</i>				
2	<i>Future of Digital Marketing: Hyper-Personalized Customer Dynamic Experience with AI-Based Predictive Models</i>	Singh, B., & Kaunert, C. (2024).	INDIA, IRELAND	Qualitative	Scopus
3	<i>The Impact of Artificial Intelligence Dimensions on Digital Marketing Outcomes: Perspectives of Marketing Managers in Jordanian Manufacturing Companies</i>	Linder, M., Sarasini, S., & van Loon, P. (2017)	JORDAN	Quantitative	Scopus
4	<i>Leveraging ChatGPT and digital marketing for enhanced customer engagement in the hotel industry</i>	Francis, R. S., Anantharajah, S., Sengupta, S., & Singh, A. (2024).	MALAYSIA, INDIA	Quantitative	Scopus
5	<i>Harnessing AI for next-generation service marketing</i>	Vetrivel, S. C., Arun, V. P., Saravanan, T. P., & Maheswari, R. (2024)	INDIA	Quantitative	Scopus
6	<i>AI-Integrated Cloud Levels the Playing Field for Independent Advertising Agencies</i>	Gujar, P., Paliwal, G., & Panyam, S. (2024, July)	UNITED STATES	Qualitative	Scopus
7	<i>The use of artificial intelligence in marketing strategies: Automation,</i>	Potwora, M., Vdovichena, O., Semchuk, D., Lipych, L., & Saienko, V. (2024).	UKRAINE	Qualitative	Scopus

	<i>personalization and forecasting,</i>				
8	<i>Leveraging artificial intelligence in service marketing to Enhance Electronic Word of Mouth (eWOM)</i>	Semwal, R., Tripathi, N., & Pandey, U. K. (2024).	INDIA	Qualitative	Scopus
9	<i>Analysis of Social Media Marketing Impact on Customer Behaviour using AI & Machine Learning</i>	Thamaraiselvi, P., Masih, J., Giri, P., Sridevi, J., Shaikh, I. A. K., & Prasad, M. R. (2024, April).	INDIA	Qualitative	Scopus
10	<i>How artificial intelligence is transforming social media marketing: Analysing its potential and addressing concerns,</i>	Sharma, A. K., & Sharma, R. (2024)	INDIA	Qualitative	SCOPUS
11	<i>The evolution of digital marketing in the era of AI</i>	Cutler, K. (2024).		Qualitative	SCOPUS
12	<i>Quantifying the impacts of artificial intelligence implementations in marketing</i>	Durai, S., Manoharan, G., Priya, T. S., Jayanthi, R., Razak, A., & Ashtikar, S. P. (2024).	INDIA	Qualitative	SCOPUS
13	<i>Enhancing Customer Experience through AI-Enabled Content Personalization in E-Commerce Marketing,</i>	Vashishth, T. K., Sharma, K. K., Kumar, B., Chaudhary, S., & Panwar, R. (2024)	INDIA	Qualitative	SCOPUS
14	<i>TRANSFORMING CUSTOMER EXPERIENCE THROUGH ARTIFICIAL</i>	Škare, V. (2024).	INDIA, CATAR	Qualitative	WOS

	<i>INTELLIGENCE: THE MARKETERS' PERSPECTIVE</i>				
15	<i>The role of artificial intelligence in improving the omnichannel customer experience</i>	Calvo, AV; Franco, AD and Frassetto, M (2023)	MEXICO, SPAIN	Qualitative	WOS
16	<i>Generative artificial intelligence in marketing: Applications, opportunities, challenges, and research agenda</i>	Kshetri, N., Dwivedi, Y. K., Davenport, T. H., & Panteli, N. (2024)	UNITED STATES	Qualitative	WOS
17	<i>Current Trends in Social Media Marketing and the Future of the Chat GPT Industry</i>	Oklander, M., Panchenko, M., Pavlishyna, N., Larina, K., & Boiko, R. (2024).	UKRAINE	Qualitative	WOS
18	<i>The evolving role of AI and ML in digital promotion: a systematic review and research agenda</i>	Lakshika, V. G. P., Chathuranga, B. T. K., & Jayarathne, P. G. S. A. (2024).	SRI LANKA	Qualitative	WOS

Table 1. List of articles analyzed

Source: Own elaboration

4.1 Co-occurrence of words

Figure 2 shows the relationship between the keywords used to search for study material for the systematic analysis proposed for this research.

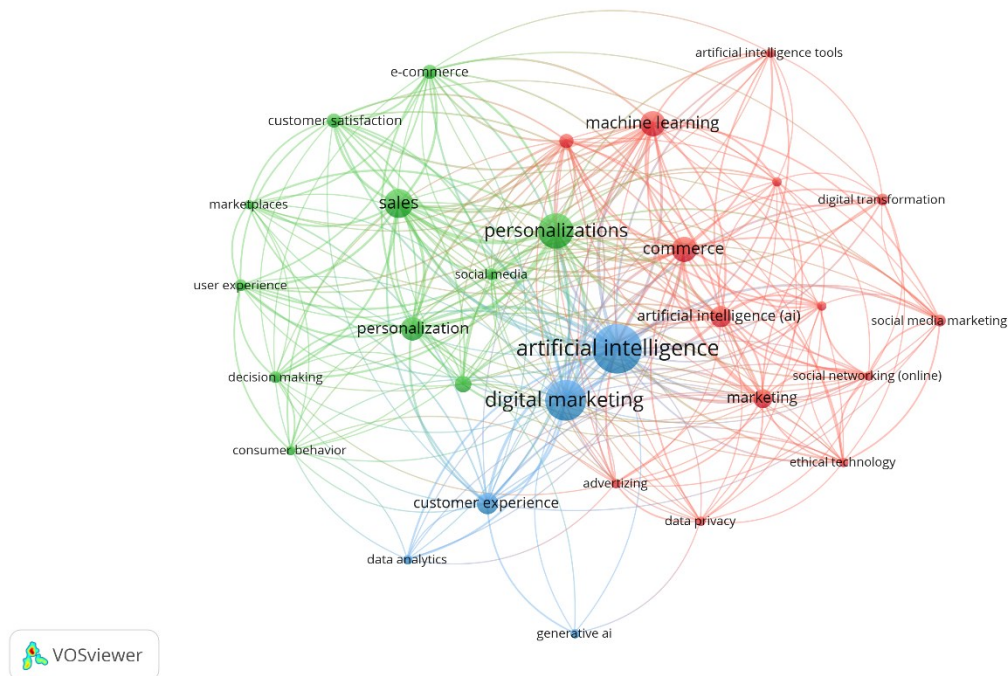


Figure 2. Co-occurrence of keywords.
Source: Own production

The examination of the co-occurrence of terms facilitated the identification of the main thematic trends in scientific production reviewed on artificial intelligence and digital marketing. The visual representation obtained shows that the expressions “artificial intelligence” and “digital marketing” are at the center of the narrative, confirming their role as essential axes in recent inquiries.

Other words related to these terms indicate the most significant approaches. Personalization emerges as an important category, directly linked to customer experience, sales, user experience, and consumer behavior, demonstrating that artificial intelligence is mainly used to improve the relationship between companies and customers through marketing strategies that are more tailored to the particular interests of consumers.

Similarly, a strong interrelationship is identified between artificial intelligence and terms such as data analysis, advertising, generative intelligence, and decision-making, suggesting that personalization goes beyond the simple presentation of content; it also involves complex analytical processes focused on predicting behavior and strategic decision-making.

Emerging concerns related to ethics and privacy also stand out. Terms such as ethical technology and data privacy appear on the co-occurrence map, indicating a growing interest in the responsible handling of consumer information and clarity in the algorithms used.

Additionally, expressions such as commerce, social media marketing, and e-commerce suggest that the commercial sector and digital platforms are key areas for the adoption of artificial intelligence systems, especially with regard to the personalization of products, services, and advertisements.

Overall, the map indicates that the scientific literature on artificial intelligence in digital marketing focuses on the study of customer personalization as a high-impact strategy, supported by data analysis and advanced automation tools. At the same time, it highlights the need to address the ethical challenges arising from this technological transformation, especially regarding the use of personal information and consumer perceptions of automation.

4.2 Discussion

A review of the 18 selected studies indicates a striking consensus on the pivotal role of artificial intelligence (AI) in the evolution of digital marketing tactics, particularly with regard to user personalization. The extant studies underscore both the advantages of automation and predictive analytics and the ethical dilemmas involved in their use. Atasoy and Basal (2024) analyze how marketing methods are evolving in response to technological advancements and emerging consumer trends, highlighting the transformative impact of artificial intelligence on customer expectations, which is directed towards the creation of highly personalized digital content and experiences. Their work establishes a conceptual framework that connects digitization with changes in consumer behavior. In a similar vein, Singh and Kaunert (2024) present a future vision for digital marketing, emphasizing the development of highly customized experiences through the utilization of AI-driven predictive models. The authors of the study posit that the utilization of real-time data facilitates the anticipation of specific consumer needs, thereby enabling the provision of adaptive responses through various digital channels. This assertion underscores the significance of artificial intelligence (AI) in the establishment of personalized relationships.

The quantitative analysis by Linder, Sarasini, and van Loon (2017), despite its age, provides important evidence from the industrial context. A study of manufacturing companies in Jordan revealed that "aspects of artificial intelligence have a positive impact on digital marketing outcomes, with its role in automated customer segmentation being particularly noteworthy."

In their study, Francis et al. (2024) examined the integration of ChatGPT into the realm of hotel marketing. Their findings indicated that the implementation of conversational artificial intelligence technology has the potential to enhance the fluidity of interactions, address frequently asked questions, and personalize the guest experience across various stages, including before, during, and after their stay. The present study demonstrates that artificial intelligence (AI) not only increases efficiency but also enhances the emotional connection with the user.

Vetrivel et al. (2024) concentrate their analysis on service marketing, noting that "AI allows for highly accurate anticipation of customer behavior, facilitating the personalization of promotions and the emotional content of messages." Their research demonstrates how hyper-personalization enhances the perception of service value.

From an alternative standpoint, Gujar et al. (2024) posit that the integration of artificial intelligence (AI)-based cloud services is facilitating the accessibility of intelligent marketing strategies for small advertising agencies. They maintain that "AI lowers technical and economic barriers, allowing smaller agencies to compete with personalized strategies similar to those of large companies."

Potwora et al. (2024) conducted a comprehensive analysis of the impact of artificial intelligence on three fundamental aspects: automation, personalization, and prediction. The most significant finding of the study is that consumers consider personalization to be the most important element, as it increases the relevance of content and strengthens customer loyalty.

Semwal, Tripathi, and Pandey (2024) investigated the impact of artificial intelligence (AI) on the propagation of electronic word of mouth (eWOM), finding that "personalized recommendation systems augment users' propensity to disseminate content, thereby fostering heightened engagement and expanded reach on social media platforms."

In a similar vein, Thamaraiselvi and her team (2024) have integrated artificial intelligence and machine learning to examine consumer behavior on social platforms. They emphasize that "real-time analysis of customer emotions enables the immediate modification of campaigns,

tailored to specific customer segments," thereby enhancing the efficacy of data-driven marketing strategies.

Sharma and Sharma (2024) conducted a comprehensive investigation into the impact of artificial intelligence on social media marketing, noting that "artificial intelligence not only enables more precise audience segmentation, but also facilitates the prediction of emotional responses, thereby allowing the tone and timing of posts to be adjusted to maximize conversions."

Cutler (2024) presents a comprehensive perspective on the transformation of digital marketing, emphasizing that "AI-enabled personalization is replacing traditional segmentation approaches, focusing the message on the uniqueness of the user rather than broad demographic groups."

Durai and colleagues (2024) employed a statistical model to assess the impact of AI on marketing campaigns, concluding that "artificial intelligence applications significantly improve return on investment (ROI) by focusing on personalizing the customer experience."

In their seminal study, Vashishth and his group (2024) examined the field of e-commerce, emphasizing that "content personalization using artificial intelligence increases browsing time, conversion rates, and customer satisfaction, especially on mobile devices."

According to Škare (2024), from a strategic marketing perspective, the advent of artificial intelligence has precipitated a paradigm shift in customer experience, from the initial interaction with the brand. This transformation has been characterized by the augmentation of intuitiveness, personalization, and automation, thereby heightening the perception of value.

In their 2023 study, Calvo, Franco, and Frassetto explored the concept of omnichannel retailing and the way artificial intelligence enhances the cohesive experience across physical and digital channels. The assertion is made that "artificial intelligence facilitates the identification of users across multiple platforms and the tailoring of messages to their interaction history, thereby fostering loyalty."

In their 2024 study, Kshetri et al. propose a research agenda concerning the application of generative artificial intelligence in the domain of marketing. The authors observe that "personalized content generated by artificial intelligence has been shown to be not only time- and cost-efficient, but also to be more appealing to specific audiences, especially when combined with conversational interfaces."

Oklander et al. (2024) have conducted an analysis of social media marketing trends, with a particular focus on ChatGPT. The study's findings indicate that "generative artificial intelligence enhances real-time interaction and message adaptability, becoming a key resource for dynamic content personalization."

Finally, Lakshika and his team (2024) conducted a comprehensive review of the involvement of artificial intelligence and machine learning in digital promotion. It is imperative to acknowledge that personalization occupies a pivotal role in the most efficacious campaigns, functioning as a catalyst for engagement and conversion.

Conclusions

The findings obtained from an exhaustive study of the literature demonstrate that artificial intelligence has established itself as a fundamental element in digital marketing tactics, particularly with regard to customer personalization. The research consistently demonstrates that AI enables the real-time adaptation of messages, products, and experiences to specific user preferences, thereby significantly enhancing the effectiveness of campaigns in terms of engagement and conversion. Personalization through automation paradigm has emerged as a subject of significant interest to consumers and marketing experts alike. This approach

facilitates the delivery of highly relevant content, thereby fostering more intense and meaningful emotional experiences.

The advantages proffered by artificial intelligence in this domain are not merely conceptual; they are manifestly evident in performance metrics. Research conducted by Linder et al. (2017) and Durai et al. (2024) indicates that strategies grounded in intelligent personalization have the potential to yield substantial enhancements in return on investment (ROI), customer loyalty, and campaign optimization. Furthermore, the integration of predictive models and recommendation systems has profoundly altered the dynamic between companies and consumers. These technological advancements enable businesses to anticipate consumer needs and behaviors, consequently facilitating more dynamic and suitable responses. This anticipation, as evidenced by the studies conducted by Singh and Kaunert (2024) and Sharma and Sharma (2024), has been shown to fortify the customer-brand relationship and markedly enhance their experience.

Conversational marketing supported by generative artificial intelligence, as exemplified by ChatGPT, is emerging as a novel trend with significant ramifications. Recent research, including studies by Francis et al. (2024) and Oklander et al. (2024), has emphasized that these tools not only enhance customer service efficiency but also personalize interactions based on user history, thereby increasing the perception of value and closeness. Concurrently, the democratization of access to AI solutions, as articulated by Gujar et al. (2024), is facilitating the implementation of advanced, personalized marketing strategies by small and medium-sized enterprises, thereby eliminating the necessity to depend on substantial technological frameworks.

However, this advance is confronted by several challenges. The utilization of personal data, transparency in algorithms, and consumer trust are associated with significant ethical and technical issues. Research conducted by Potwora et al. (2024) and Kshetri et al. (2024) underscores the pressing necessity to establish explicit regulatory frameworks and accountability protocols for the automated management of customer information. These ethical concerns coexist with technical developments characterized by omnichannel retailing, where artificial intelligence (AI) facilitates the integration of digital and physical experiences. As proposed by Calvo et al. (2023), this integration enhances customer recognition through their various interactions with the brand, thereby promoting message consistency and loyalty.

A comprehensive review of the extant literature reveals a discernible correlation between the implementation of AI-driven personalization techniques and the enhancement of organizational effectiveness in marketing endeavors. The field of artificial intelligence has the potential to enhance operational efficiency and transform the way companies interact with their consumers. Consequently, this systematic review not only facilitates the identification of best practices and effective methods but also opens up new opportunities for future research. A comprehensive analysis is imperative to further examine the impact of automation on customer perception, to compare different sectors, and to explore the ethical and social limits of artificial intelligence in marketing. A comprehensive understanding of these areas is imperative to ensure that technological advancements are directed not only towards efficiency but also towards sustainability and corporate responsibility in the digital domain.

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