



Recent trends in Management and Commerce

Vol: 7(1), 2026

REST Publisher; ISBN: 978-81-936097-6-7

Website: <https://restpublisher.com/book-series/rmc/>



AI in Marketing and Customer Engagement AI in Digital and Social Media Marketing

P. Maithili

St. Joseph's college of Arts and science for women (Autonomous), Hosur, Tamil nadu, India.

Corresponding Authored Email: reshmamythili@gmail.com

Abstract: This empirical study examines the impact of Artificial Intelligence (AI) in digital and social media marketing on customer engagement and satisfaction. The rapid integration of AI technologies such as machine learning, predictive analytics, recommendation systems, and chatbots has transformed the way organizations interact with customers across digital platforms. The study concludes that AI-based marketing strategies provide organizations with competitive advantage by improving customer experience, engagement, and loyalty.

Keywords: Artificial Intelligence, Digital Marketing, Social Media Marketing, Customer Engagement, Personalization, Predictive Analytics.

1. INTRODUCTION

Artificial Intelligence (AI) has become a strategic tool in digital marketing. It refers to computer systems capable of performing tasks that normally require human intelligence such as learning, reasoning, and decision-making. In digital and social media marketing, AI enables marketers to analyze large volumes of customer data in real time and deliver highly personalized experiences. Social media platforms use AI-driven algorithms to optimize content visibility and improve engagement. AI applications in marketing include chatbots, predictive analytics, sentiment analysis, recommendation engines, and automated advertising systems. These technologies allow organizations to shift from mass marketing to personalized, data-driven engagement strategies. The increasing reliance on AI has significantly improved targeting accuracy, customer experience, and marketing efficiency. As competition intensifies in digital markets, AI-driven marketing has become essential for sustaining customer relationships and gaining competitive advantage.

2. REVIEW OF LITERATURE

Chaffey and Ellis-Chadwick (2019) emphasized that digital marketing success depends heavily on automation and data analytics. They highlight the importance of integrating AI tools for improving targeting and campaign performance. Kotler, Kartajaya, and Setiawan (2021) introduced the concept of Marketing 5.0, which integrates advanced technologies like AI and big data to create human-centric marketing strategies. Davenport et al. (2020) discussed how AI enhances marketing decision-making by improving predictive capabilities and automation. Huang and Rust (2021) explored the role of AI in service industries and concluded that AI significantly improves customer satisfaction through personalization and efficiency. The existing literature supports the idea that AI positively influences customer engagement. However, empirical evidence analyzing demographic influences remains limited, which forms the basis of the present study.

Objectives of the Study

- To examine customer satisfaction towards AI-driven marketing.
- To analyze the relationship between gender and satisfaction level.
- To test whether age group influences satisfaction towards AI marketing.
- To assess the impact of AI-driven personalization on customer engagement.

Hypothesis

H0: There is no significant association between gender and satisfaction level.

H1: There is a significant association between gender and satisfaction level.

Hypothesis

H0: There is no significant difference in satisfaction among different age groups.

H1: There is a significant difference in satisfaction among different age groups.

3. RESEARCH METHODOLOGY

The study is descriptive and analytical in nature. Primary data were collected from 50 respondents using a structured questionnaire. Simple random sampling was adopted to ensure equal selection opportunity. Customer satisfaction was measured using a 5-point Likert scale ranging from Highly Dissatisfied to Highly Satisfied.

Statistical tools used:

- Percentage Analysis
- Chi-Square Test
- One-Way ANOVA

4. DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

- Male: 26 respondents (52%)
- Female: 24 respondents (48%)

The sample shows balanced gender representation. Most respondents reported moderate to high satisfaction with AI-driven marketing strategies.

Chi-Square Test

Chi-square value: 0.003 P-value: 0.954

Since the p-value is greater than 0.05, the null hypothesis is accepted. There is no significant association between gender and satisfaction level.

One-Way ANOVA

- F-value: 1.660
- P-value: 0.189

Since the p-value is greater than 0.05, the null hypothesis is accepted. There is no significant difference in satisfaction among different age groups.

5. DISCUSSION

The results indicate that AI-driven personalization positively influences customer engagement. Respondents appreciate relevant product recommendations, personalized advertisements, and automated Chatbot services. The absence of demographic differences suggests that AI marketing strategies are effective across various age groups and genders. However, concerns regarding data privacy and ethical usage of AI were noted among some respondents. Organizations must focus on transparency and ethical data practices to maintain long-term trust and customer loyalty.

Major Findings

- Majority of respondents show moderate to high satisfaction with AI-driven marketing.
- AI-based personalization enhances customer engagement.
- No significant association between gender and satisfaction level.
- No significant difference among age groups.
- Customers value convenience and relevance offered by AI tools.

Limitations of the Study

- Sample size limited to 50 respondents.
- Limited demographic variables considered.
- Restricted geographic coverage.
- Based on self-reported data.

Suggestions for Future Research

- Increase sample size.
- Include additional demographic variables.
- Conduct industry-specific studies.
- Examine long-term behavioral impact of AI marketing.

6. CONCLUSION

Artificial Intelligence plays a significant role in enhancing digital and social media marketing effectiveness. The study confirms that AI-driven marketing positively influences customer engagement and satisfaction. While demographic variables do not significantly impact satisfaction levels, overall responses indicate favorable acceptance of AI technologies in marketing. Organizations that adopt AI-driven tools gain competitive advantage through personalization, efficiency, and improved customer experiences.

REFERENCES

- [1]. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
- [2]. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley. Davenport, T., et al. (2020). *Artificial Intelligence in Marketing*. *Journal of Marketing Science*. Huang, M., & Rust, R. (2021). *Artificial Intelligence in Service*. *Journal of Service Research*.