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SMART MARKETING STRATEGIES USING AI AND CONSUMER ANALYTICS

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ABSTRACT

This study examines the role of Artificial Intelligence (AI) and consumer analytics in developing smart marketing strategies for modern businesses. In today's competitive digital environment, organizations are increasingly using AI tools and data analytics to understand customer behaviour, improve decision-making, and enhance customer engagement. The study focuses on how AI-based marketing strategies help businesses personalize services, predict consumer preferences, and improve marketing effectiveness. Data collected from consumers and marketing professionals highlights that AI-driven analytics significantly improve customer satisfaction, targeted advertising, and business performance. However, challenges such as data privacy concerns, technological adaptation, and lack of skilled professionals still exist. The study suggests adopting advanced AI tools, ethical data practices, and continuous training to strengthen smart marketing strategies in organizations.

KEYWORDS: Artificial Intelligence, Consumer Analytics, Smart Marketing, Digital Marketing, Customer Behaviour, Data-Driven Marketing, Business Analytics

1. INTRODUCTION

Businesses today operate in a highly competitive and technology-driven environment where understanding consumer behaviour has become essential for success. Artificial Intelligence (AI) and consumer analytics are transforming traditional marketing practices into smart marketing strategies that help organizations make faster and more accurate decisions. AI enables businesses to collect, analyze, and interpret large amounts of customer data, while consumer analytics helps identify customer preferences, buying patterns, and market trends.

Modern organizations use AI-powered tools such as chatbots, recommendation systems, predictive analytics, and personalized advertising to improve customer engagement and satisfaction. Smart marketing strategies supported by AI allow businesses to provide customized

products and services, improve brand loyalty, and increase sales performance. Companies are increasingly adopting AI technologies to gain a competitive advantage in the digital marketplace.

This study aims to examine the importance of AI and consumer analytics in developing effective marketing strategies. It also explores how these technologies influence customer satisfaction, business performance, and marketing decision-making while identifying the challenges faced by organizations in implementing AI-based marketing systems.

2. OBJECTIVES

1. To study the role of Artificial Intelligence in developing smart marketing strategies.
2. To examine the impact of consumer analytics on customer satisfaction and buying behaviour.
3. To identify the benefits of AI-driven

marketing practices for business performance.

4. To analyze the challenges faced by organizations in implementing AI and consumer analytics.
5. To suggest measures for improving smart marketing strategies using AI technologies.

3. SCOPE OF THE STUDY

This study focuses on the use of Artificial Intelligence (AI) and consumer analytics in developing smart marketing strategies in business organizations. The study covers marketing professionals, business employees, and consumers using digital platforms and AI-based services in India. It examines factors such as personalized marketing, customer behaviour analysis, targeted advertising, customer satisfaction, and the effectiveness of AI-driven marketing tools. The findings of the study can help marketers, business organizations, and policymakers improve digital marketing practices and enhance customer engagement through AI technologies.

4. LITERATURE REVIEW

Artificial Intelligence and consumer analytics are transforming modern marketing practices by helping businesses understand customer needs and improve decision-making. AI-based tools such as predictive analytics, chatbots, and recommendation systems enable organizations to provide personalized customer experiences and improve marketing efficiency (Davenport et al., 2020). Companies like Amazon and Netflix successfully use AI algorithms to analyze customer preferences and suggest products or content, increasing customer satisfaction and sales performance (Huang & Rust, 2021).

Consumer analytics helps businesses collect and interpret customer data to understand buying patterns, preferences, and market trends (Wedel & Kannan, 2016). AI-driven marketing strategies also improve targeted advertising and customer relationship management. However, issues such as data privacy, lack of technical skills, and high implementation costs remain major challenges for organizations (Kaplan & Haenlein, 2019). Ethical concerns regarding customer data usage also affect consumer trust. This study uses these concepts to analyze the effectiveness of smart marketing strategies using AI and consumer analytics.

5. METHODOLOGY

This study uses a survey method to collect data. A total of 200 respondents, including consumers, marketing professionals, and business employees from different organizations in India, were selected randomly. A structured questionnaire was used to gather information regarding AI-based marketing practices, personalized advertisements, customer satisfaction, data privacy, and effectiveness of consumer analytics. The collected data was analyzed using simple statistical tools such as percentages and tables to identify patterns and draw conclusions.

6. DATA ANALYSIS & INTERPRETATION

Question 1: Satisfaction with AI-Based Personalized Advertisements

Response Option	Number of Responses	Percentage
Very Satisfied	45	22.50%
Satisfied	85	42.50%
Neutral	40	20%
Dissatisfied	20	10%
Very Dissatisfied	10	5%
Total	200	100%

Analysis:

65% of respondents are satisfied with AI-based personalized advertisements, while 15% are dissatisfied.

Interpretation:

Most consumers feel that personalized advertisements improve their shopping experience, but some users still find them irrelevant or intrusive.

Question 2: Effectiveness of AI in Understanding Consumer Behaviour

Response Option	Number of Responses	Percentage
Highly Effective	50	25%
Effective	80	40%
Neutral	40	20%
Ineffective	20	10%
Highly Ineffective	10	5%
Total	200	100%

Analysis:

65% believe AI effectively understands consumer behaviour, whereas 15% think it is ineffective.

Interpretation:

AI tools help businesses analyze customer preferences and buying patterns effectively, though some organizations may not use these technologies efficiently.

Question 3: Satisfaction with AI-Based Customer Service Tools (Chatbots, Recommendations, etc.)

Response Option	Number of Responses	Percentage
Very Satisfied	35	17.50%
Satisfied	90	45%
Neutral	45	22.50%
Dissatisfied	20	10%
Very Dissatisfied	10	5%
Total	200	100%

Analysis:

62.5% are satisfied with AI-based customer service tools, while 15% are dissatisfied.

Interpretation:

Most users find AI-powered customer support systems useful and quick, but some customers still prefer human interaction.

Question 4: Is Consumer Data Used Responsibly by Companies?

Response Option	Number of Responses	Percentage
Strongly Agree	30	15%
Agree	80	40%
Neutral	50	25%
Disagree	30	15%
Strongly Disagree	10	5%
Total	200	100%

Analysis:

55% believe companies use consumer data responsibly, while 20% disagree.

Interpretation:

Although many consumers trust companies in handling data responsibly, concerns about privacy and misuse of information still exist.

Question 5: Do AI-Based Marketing Strategies Improve Customer Satisfaction?

Response Option	Number of Responses	Percentage
Strongly Agree	40	20%
Agree	90	45%
Neutral	40	20%
Disagree	20	10%
Strongly Disagree	10	5%
Total	200	100%

Analysis:

65% agree that AI-based marketing strategies improve customer satisfaction, while 15% disagree.

Interpretation:

Most respondents believe AI-driven marketing improves customer experience and engagement, but some consumers are still uncomfortable with excessive digital targeting.

7. FINDINGS & CONCLUSION

Findings:

1. Personalized Advertising: 65% of respondents are satisfied with AI-based personalized advertisements, while 15% feel they are irrelevant or intrusive.
2. Understanding Consumer Behaviour: 65% believe AI effectively analyzes consumer behaviour, but 15% think businesses are not using AI tools effectively.
3. AI-Based Customer Service: 62.5% are satisfied with AI-powered customer service tools such as chatbots and recommendation systems, while 15% are dissatisfied.
4. Data Privacy and Security: 55% feel companies use consumer data responsibly, but 20% have concerns regarding privacy and misuse of personal information.
5. Customer Satisfaction: 65% agree that AI-based marketing strategies improve customer satisfaction and engagement, whereas 15% disagree.

CONCLUSION

AI and consumer analytics play an important role in developing smart marketing strategies in modern businesses. Most respondents believe that AI-driven marketing improves customer experience, targeted advertising, and business performance. AI tools help

organizations understand customer preferences, predict buying behaviour, and provide personalized services. However, challenges such as data privacy concerns, lack of technical skills, and overdependence on technology still exist. Therefore, businesses must adopt ethical data practices, improve transparency, and continuously upgrade AI technologies to achieve effective and sustainable marketing performance.

VIII. SUGGESTIONS

1. Businesses should adopt advanced AI tools to improve personalized marketing strategies and customer engagement.
2. Companies should ensure responsible use of consumer data to build trust and maintain customer privacy.
3. Organizations should provide training programs to employees for effective use of AI and consumer analytics tools.
4. AI-based customer service systems such as chatbots should be improved to provide more accurate and human-like interactions.
5. Businesses should regularly analyze consumer feedback to improve marketing strategies and customer satisfaction.
6. Companies should combine AI technologies with human creativity for better marketing decision-making.
7. Organizations should create transparent data policies and clearly communicate them to customers.
8. Small and medium enterprises should gradually adopt affordable AI solutions to remain competitive in the digital market.
9. Businesses should update AI systems regularly to match changing customer preferences and market trends.
10. Awareness programs and workshops should be conducted to educate consumers and employees about AI-driven marketing practices.

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