

EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE ON SOCIAL MEDIA MARKETING

**K SREE DEVI, Ph.D RESEARCH SCHOLAR,
DEPARTMENT OF COMMERCE, VISTAS, PALLAVARAM, CHENNAI**

CORRESPONDING AUTHOR

**Dr.M.KAVITHA, PROFESSOR& RESEARCH SUPERVISOR
DEPARTMENT OF COMMERCE, VISTAS, PALLAVARAM, CHENNAI
E Mail: kavitha.sms@velsuniv.ac.in**

ABSTRACT

Artificial Intelligence (AI) is opening up possibilities in almost all areas, and social media marketing is one of them. It is found that identify the customer behavior and finds the target audience are easily achievable by Artificial Intelligence in social media marketing. This will leads to more customer engagement in the concern sector.

Keywords: Artificial Intelligence, Customer Engagement, Social media marketing

INTRODUCTION

Technological advancements are enabling enterprises to produce massive quantities of goods and use digital marketing to expand industries' opportunities to advertise and sell products to clients, digital marketing has the potential to have a profound effect on individuals at a specific moment, in a specific location, and via a specific channel (Ali & Manisha, 2020). Furthermore, Industrial advancements in digital marketing are the result of merging big data and scientific study on smart applications (Ali & Manisha, 2020).

AI has an important role in digital marketing and will facilitate the creation of new business opportunities (Kolbjrnsrud et al., 2016). It is essential that businesses incorporate AI into their marketing strategies if they hope to remain competitive (Pradeep et al., 2019). This thesis investigates the practical applications of Automation and artificial intelligence in marketing, particularly digital marketing. This decision was influenced by the prevalence of digital marketing in businesses. Having considered the pervasiveness of

Artificial intelligence and machine learning and the dynamic nature of the industry, the focus is on analyzing its effect when applied in digital marketing.

The companies are also using AI for filtering the data of the user and for the benefit of social media in business. Using it in business, could be better techniques to understand the buying behaviour of the customer and implement some more effective strategies for their business to motivate the user. The method deep learning is going to help people in searching from the keyword. The faster changing social media environment makes hurdles for the top brand companies. The converted information of those social media data can analyze through Machine learning algorithms and marketers can utilize that information in their business. AI is empowered by Deep learning, algorithms and datasets. The meaning of artificial intelligence is investigating intelligent problem-solving behaviour and creating intelligent computer systems. The Machine Learning and Natural Language Processing, methodologies present to find the misinformation to some extent.

REVIEW OF LITERATURE

Mathew (2021) Artificial intelligence in social media. IJSCIA. Vol 2. Issue 1. Artificial intelligence (AI) is a branch of computer science that deals with the capability of a machine to imitate human intelligent behavior. It has the potential to help tackle some of the world's most challenging social problems. Modern social media, also known as social networking, include Facebook, Twitter, Instagram, Pinterest, and YouTube. AI is a fundamental component of how today's social networks function. The use of AI in social media is growing in an unprecedented way and is constantly transforming social media. This paper explores various artificial intelligence tools and their impact on social media companies.

Amar Prakash Dabral (2021) Impact of Artificial Intelligence Driven Social Media Marketing on Millennials Dining Out Behavior. Webology, Volume 18, Number 2, 2021. The purpose of conducting this research work is for examining the impact of artificial intelligence driven social media marketing on the buying behavior and restaurant patronizing showcased by millennial generation, further the study will evaluate the benefits and usability of AI empowered social media marketing on the performance of casual dining restaurants in context to Uttarakhand. As research design, a survey technique was adopted where primary data was extracted, examined, and interpreted.

Participants for the study were the individuals from millennial generation, those who dine frequently in the selected casual dining restaurants in Uttarakhand. As result, practicality of AI tools like Recommendation engines, Chatbots & Sentiment analysis were announced based on the preferences showcased by the millennial respondents.

Smitarani Satpathy (2021) Role of Artificial Intelligence in Social Media and Human Behaviour. *International Journal of Engineering and Advanced Technology (IJEAT)* ISSN: 2249-8958 (Online), Volume-11 Issue-1, October 2021. The paper contains the simple idea of Artificial Intelligence on social media and human behaviour. The major concern of this paper is to show the changing behaviour of human being and Artificial Intelligence usefulness in human life as well as social media. Social media popularity came into high during the last decade due to smart technologies used in mobile and internet. In last 10 years research on AI shows its impact on human life as well as in media marketing

Sree Devi, Kavitha (2022) Impact of Artificial Intelligence On Customer Satisfaction. *NeuroQuantology* | Volume 20 | Issue 20 | Page 2725-2729 | doi: 10.48047/NQ.2022.20.20.NQ109276. The main aim of this study to know the benefits of Artificial Intelligence to customers using Digital Marketing and find the impact of Artificial Intelligence on customer satisfaction. The researcher used regression analysis to find the result. There is a significant impact on Artificial Intelligence on customer satisfaction. Customers are satisfied with demand assistance and 24 7 service of Artificial Intelligence in Digital Marketing. Finally it concludes that It will encourage the idea of gathering and employing unbiased society data and deliver quality to all.

AnandVardhan(2022) Role of Artificial intelligence in social media marketing. *International Journal of Business Analytics and Intelligence*. Artificial intelligence refers to any human-like intelligence exhibited by a computer, robot, or any other machine. This paper discusses the significance of AI in social media marketing. The paper outlines a framework for understanding how artificial intelligence impacts the marketing scenario on social media sites. This study investigates the implementation of AI in marketing, and the pros and cons associated with the use of AI-powered tools in marketing. Through secondary research, the paper finds out how companies reap the benefits of early adoption of AI in their businesses, and concludes that AI has become inevitable for a marketer who

wants to enjoy a competitive edge over the others. It therefore advises businesses to welcome AI technology, and in particular, urges marketing managers to make AI training mandatory for their marketing teams.

Robinson (2023) A Study on Artificial Intelligence in Marketing Mix-Conceptual Frame Work. *International Journal of Research Publication and Reviews*, Vol 4, no 3, pp 2584-2587. Artificial intelligence (AI) in marketing is an emerging trend that can improve both the customer experience and the effectiveness of marketing campaigns. AI is a key part of the fourth industrial revolution. Today, the majority of marketers have started using AI to collect and utilize customer information. This paper focuses on literature reviews regarding the awareness and application of Artificial Intelligence (AI) in the marketing mix, specifically investigating the efforts of the marketing mix 4Ps (product, price, promotion, and place).

Sree Devi, Kavitha (2022) Impact of Artificial Intelligence On Customer Satisfaction. *NeuroQuantology* | Volume 20 | Issue 20 |Page 2725-2729| doi: 10.48047/NQ.2022.20.20.NQ109276. The main aim of this study to know the benefits of Artificial Intelligence to customers using Digital Marketing and find the impact of Artificial Intelligence on customer satisfaction. The researcher used regression analysis to find the result. There is a significant impact on Artificial Intelligence on customer satisfaction. Customers are satisfied with demand assistance and 24 7 service of Artificial Intelligence in Digital Marketing. Finally it concludes that It will encourage the idea of gathering and employing unbiased society data and deliver quality to all.

INTEND OF THE STUDY

1. To study the effectiveness of Artificial Intelligence on social Media Marketing
2. To analyse the customer engagement on social media marketing

HYPOTHESES OF THE STUDY

1. There is no significant effect of Artificial Intelligence on social Media Marketing
2. There is no significant influence of AI to the customer engagement on social media marketing

Effectiveness of Artificial Intelligence on social media marketing

AI-powered tools can help analyze hundreds or thousands of ad targeting and budget variations, find and segment audiences, make ad creative, test ads and improve speed and performance in real time to get the best results. With the help of AI, marketers can analyze customer data and behaviour, segment their target audience, and personalize their marketing efforts. This can lead to better engagement, higher conversion rates, and increased customer loyalty. The following table shows the effect of AI on SMM.

Table 1 ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Customer behaviour	Between Groups	501.562	34	14.752	37.623	.000
	Within Groups	187.424	478	.392		
	Total	688.986	512			
Target Audience	Between Groups	527.607	34	15.518	34.079	.000
	Within Groups	217.656	478	.455		
	Total	745.263	512			
Personalized Marketing	Between Groups	338.922	34	9.968	14.501	.000
	Within Groups	328.579	478	.687		
	Total	667.501	512			
Creative ad	Between Groups	347.829	34	10.230	15.094	.000
	Within Groups	323.976	478	.678		
	Total	671.805	512			
Content Scheduling	Between Groups	507.783	34	14.935	25.160	.000
	Within Groups	283.741	478	.594		
	Total	791.524	512			
Customer Tracking	Between Groups	162.159	34	4.769	19.549	.000
	Within Groups	116.617	478	.244		
	Total	278.776	512			

Source-Computed data

It was presented in the above table Customer behaviour($F=37.623$, $P=.000$) Target Audience($F=34.079$ $P=.000$), Personalized Marketing($F=14.501$, $P=.000$), Creative ad($F=15.094$, $P=.000$), Content Scheduling($F=25.160$, $P=.000$) and Customer Tracking($F=19.549$, $P=.000$) are statistically significant at 5% level. This leads to the mean comparison of Artificial Intelligence on customer engagement in social media marketing. It is found that identify the customer behavior and finds the target audience are easily achievable by Artificial Intelligence in social media marketing. This will leads to more customer engagement in the concern sector.

FINDINGS AND CONCLUSIONS

Artificial Intelligence (AI) is opening up possibilities in almost all areas, and social media marketing is one of them. The ever-evolving landscape of social media platforms is making it difficult for brands to get the most out of social media marketing. Therefore, brands are shifting to AI-based technologies to collect and analyze real-time data and employ it to enhance their campaign strategies. With the help of AI, marketers can analyze customer data and behaviour, segment their target audience, and personalize their marketing efforts. This can lead to better engagement, higher conversion rates, and increased customer loyalty. It is found that identify the customer behavior and finds the target audience are easily achievable by Artificial Intelligence in social media marketing. This will leads to more customer engagement in the concern sector.

REFERENCES

Amar Prakash Dabral (2021) Impact of Artificial Intelligence Driven Social Media Marketing on Millennials Dining Out Behavior. *Webology*, Volume 18, Number 2, 2021.

AnandVardhan(2022) Role of Artificial intelligence in social media marketing. *International Journal of Business Analytics and Intelligence*.

Mathew (2021) Artificial intelligence in social media. *IJSCIA*. Vol 2. Issue 1.

Robinson (2023) A Study on Artificial Intelligence in Marketing Mix-Conceptual Frame Work. *International Journal of Research Publication and Reviews*, Vol 4, no 3, pp 2584-2587.

Smitarani Satpathy (2021) Role of Artificial Intelligence in Social Media and Human Behaviour. *International Journal of Engineering and Advanced Technology (IJEAT)* ISSN: 2249-8958 (Online), Volume-11 Issue-1, October 2021.

Sree Devi, Kavitha (2022) Impact of Artificial Intelligence On Customer Satisfaction.*NeuroQuantology* | | Volume 20 | Issue 20 |Page 2725-2729| doi: 10.48047/NQ.2022.20.20.NQ109276.