

A Comparative Study on the Consumer Perspective About the Usage of Artificial Intelligence in Brand Promotion by Ecommerce Businesses

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Abstract:

In recent years, there has been a substantial rise in target branding in E-commerce websites. This paper investigates how well are the users aware of these advertisements and how effective it is for these firms. Our findings show that the social media platforms do share the data details to these specific firms. The sample was taken from the general public.

Keywords: Artificial intelligence, Brand promotion, Target Advertisement, E-Commerce.

Introduction:

There has been a rise in targeted advertisement for every ecommerce platform which has led to a significant brand promotion. This realization has raised a concern to how effective is artificial intelligence in such form of promotion and how aware are users regarding the same.

- **Branding**

A brand is any characteristic that sets one seller's good or service apart from that of other sellers. It might be a name, a term, a design, a symbol, or anything else. In business, marketing, and advertising, brands are used to build and preserve brand equity for the recognised product, which benefits the brand's customers, owners, and shareholders. At times generic brands can be differentiated from the name brands they are known for.

It is believed that the ancient Egyptians, who were known to have engaged in the branding of livestock as early as 2,700 BCE, are the originators of the process of branding, which is defined in its original literal sense as marking by burning. A brand is any characteristic that sets one seller's good or service apart from that of other sellers. It might be a name, a term, a design, a symbol, or anything else. In business, marketing, and advertising, brands are used to build and preserve brand equity for the recognised product, which benefits the brand's customers, owners, and shareholders. Sometimes generic or retail brands can be distinguished from name brands.

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The efficacy of these branding elements serves to validate brand equity, which is the quantifiable sum of a brand's value. Brand equity is developed by implementing marketing tactics to boost client loyalty and satisfaction, including side effects like decreased price sensitivity. Markets are becoming more dynamic and volatile. A brand is essentially a promise made to customers about what they may anticipate from items, including both emotional and practical advantages. A company has achieved a high level of brand equity when a consumer is familiar with or prefers it above its rivals. To measure brand equity, specific accounting standards have been developed. A brand, which is an intangible asset

according to accounting standards, is sometimes the most valuable asset listed on a company's balance sheet. Brand managers diligently oversee their brands to increase shareholder value. In order to optimise shareholder value, marketing investments can be managed (e.g., prioritised across a portfolio of brands) using the management strategy known as brand valuation. The idea of assigning a value to a brand encourages marketing leaders to be focused on long-term stewardship of the brand and managing for value, even when only acquired brands appear on a company's balance sheet.

The corporation that is closely associated with a brand is frequently referred to by the metonym "brand." When referring to a brand of automobile that can be identified from a car model, the terms *marque* or *make* are frequently employed. A concept brand is a name that is connected to an idea rather than a particular good or service, such as breast cancer awareness or environmentalism. A brand connected to a commodity is called a commodity brand.

- **Artificial Intelligence**

In contrast to the natural intelligence exhibited by animals, including humans, artificial intelligence (AI) is intelligence demonstrated by robots. The study of "intelligent agents," or any system that senses its environment and performs actions that maximise its possibility of attaining its goals, is how leading AI textbooks characterise the field. However, this definition is rejected by leading AI researchers. Some popular accounts use the term "artificial intelligence" to denote robots that simulate "cognitive" activities that humans connect with the human mind, such as "learning" and "problem solving."

Advanced web search engines like Google, recommendation systems like YouTube, Amazon, and Netflix, speech recognition technology like Siri and Alexa, self-driving cars like Tesla, automated decision-making, and winning at the highest levels in strategic game systems are just a few examples of AI applications (such as chess and Go). The AI effect is a phenomena where actions once thought to require "intelligence" are frequently taken out of the definition of AI as machines grow more and more capable.

Highly mathematical statistical machine learning has dominated the discipline in the first two decades of the twenty-first century. This method has been very effective in solving many difficult problems in both industry and academics.

The many areas of AI study are centred on specific objectives and the application of certain techniques. One of the long-term objectives of the area is general intelligence, or the capacity to solve any problem.

There is a philosophical discussions on the nature of the mind and the morality of developing intelligent artificial entities. Since antiquity, myth, fiction, and philosophy have all addressed these concerns. With its great potential and power, science fiction and futurology have also proposed that AI may endanger humanity's existence.

Review of Literature:

1) Big Data Analytics for Marketing Revolution

Generating and collecting Big Data in real-time, 7/24 will give insight into what people are buying, downloading, and communicating about. Data collected both online and offline can be combined to better determine what consumers like and want to see, what consumers are more inclined to buy. With consumer social interactions happening frequently online, the industry can now see which marketing efforts were a success, which was not, and adjust their plans accordingly. The rise in Big Data and analytics put a magnifying glass on the consequences that come from the use of the Internet in this digital age. Newer products entering the markets now have a better probability of finding ways to distinguish themselves, thanks to Big Data. Up and coming products have always had a difficult job finding their target consumer. But now, with the use of data and analytics, it will be much easier to pinpoint how to reach those consumers, which ones to avoid entirely, and the most effective route to get there. Big Data provides similar advantages to established products but more importantly, it helps these well-known brands stay relevant to their demographic and, possibly, build new consumers they would have never been aware of before.

2) Marketing & Sales Big Data, Analytics, and the Future of Marketing & Sales

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviours to weather patterns to demographic consumer shifts in emerging markets. The companies who are successful in turning data into above-market growth will excel at three things: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace.

3) The combination between Big Data and Marketing Strategies to gain valuable Business Insights for better Production Success

To make our study go on, in this article we have discussed about the importance and the influence of Big Data Analytics, to achieve our target by making a better decision in real time to acquire Production Success. We have suggested a theoretical study that consists of a combination between Big Data Analytics and Classical Marketing Analytics, to understand customers' needs towards production success, meanwhile, the production success acquired by the deal of speed information from data and complexity. We have demonstrated that the firms must to profit from the use of both analytics –BDA and CMA- by focusing on the pioneer strategy because of its high degree of customization and complexity, in order to obtain our target on real time.

4) Research trends on Big Data in Marketing

The findings from this study rise in the form of prescriptions for future research. First, while plenty of research is being conducted on Big Data and on Marketing, less is found in addressing specifically the benefits that marketers could potentially achieve through Big Data solutions.

5) How to Improve Customer Experience with Big Data

We looked at the types of data used in marketing and finally some best practices for leveraging data to create an experience that is beneficial to your customer—and to you. Now it's your turn. Even after adopting these concepts, you'll still be swimming in data—the age of data driven, customer-friendly marketing may be evolving rapidly, but it isn't going to end any time soon.

6) Artificial Intelligence in Marketing

The increasingly sophisticated advancements in AI technology paired with a disconnect between heightened levels of excitement among marketers and high-level implementation makes the topic of AI Marketing evermore crucial to research. As such, my thesis holds that despite issues at macro and micro levels in need of being addressed before its widespread adoption, artificial intelligence offers net-positive benefits to marketers, consumers, and society as a whole through its ability to improve the creation, optimization, and distribution of value.

7) Transforming Marketing with Artificial Intelligence

Marketing has become complex in the last one decade with the introduction of Artificial Intelligence. Artificial Intelligence Marketing is a technique of optimally utilizing technology to enhance customer's experience. In recent times it becomes really important for the companies to recognize and understand customer needs and their expectations in terms of products as well as services. With the help of AI, Marketers can process the huge amount of data, carry out individualized sales and fulfil customer expectations. Besides this, the perception they get about the customer and their requirements in a shorter time frame help them to boost campaign performance and return on investment (ROI) rapidly. In this paper, authors have reviewed the whole concept of using Artificial Intelligence in marketing. It provides comprehensive details of the benefits of implementing AI in marketing, how AI is reshaping marketing, need of AI in marketing which is illustrated with real world examples from different businesses. This paper also entails a section dedicated to implementation of different AIM strategies. Authors have thoroughly studied the implications of AIM technology throughout the customer life cycle. At last, there is a detailed sector-wise and region-wise analysis.

8) Artificial intelligence in marketing: Systematic review and future research direction

Disruptive technologies such as the internet of things, big data analytics, blockchain, and artificial intelligence have changed the ways businesses operate. Of all the disruptive technologies, artificial intelligence (AI) is the latest technological disruptor and holds immense marketing transformation potential. Practitioners worldwide are trying to figure out the best AI solutions for their marketing functions. However, a systematic literature review can highlight the importance of artificial intelligence (AI) in marketing and chart future research directions. The present study aims to cover a comprehensive review of AI in marketing using bibliometric, conceptual and intellectual network analysis of extant literature published between 1982 and 2020.

9) The Impact of Artificial Intelligence on Branding

Understanding the growth paths of artificial intelligence (AI) and its impact on branding is extremely pertinent of technology-driven marketing. This explorative research covers a complete bibliometric analysis of the impact of AI on branding. The sample for this research included all 117 articles from the period of 1982-2019 in the Scopus database. A bibliometric study was conducted using co-occurrence, citation analysis and co-citation analysis. The empirical analysis investigates the value propositions of AI on branding. The study revealed the nine clusters of co-occurrences: Social Media Analytics and Brand Equity; Neural Networks and Brand Choice; Chat Bots-Brand Intimacy; Twitter, Facebook, Instagram-Luxury Brands; Interactive Agent-Brand Love and User Choice; Algorithm Recommendations and E-Brand Experience; User-Generated Content-Brand Sustainability; Brand Intelligence Analytics; and Digital Innovations and Brand Excellence. The findings also identify four clusters of citation analysis—Social Media Analysis and Brand Photos, Network Analysis and E-Commerce, Hybrid Simulating Modelling, and Real-time Knowledge-Based Systems—and four clusters of co-citation analysis: B2B Technology Brands, AI Fostered E-Brands, Information Cascades and Online Brand Ratings, and Voice Assistants-Brand Eureka Moments. Overall, the study presents the patterns of convergence and divergence of themes, narrowing to the specific topic, and multidisciplinary engagement in research, thus offering the recent insights in the field of AI on branding.

10) Metamorphic Transformation: Critically Understanding Artificial Intelligence in Marketing

Recent advances in artificial intelligence (AI) have growing avid interest from corporate sector, public sector and world governments across the globe, as they foresee increasing likelihood of bulk-produced consumer product machinery with super humanlike intelligence a reality in near times. In this research paper, we have tried to assimilate, gather different facts pertaining to different markets from various identifiable and valid sources. We have mainly used exploratory research to understand how artificial intelligence can and shall affect lives of human beings. Different areas such as consumer goods, healthcare, security systems, smart devices financial services, healthcare services, social media marketing etc. were explored for facts and details. We concluded that artificial intelligence is here to stay and make a considerable difference in human lives forever.

Statement of the Problem:

Reference of data confidentiality is the alignment of all business units within an enterprise to ensure that they are working together to achieve projected goals. While it may have many policies and statements to protect these data there still has been a huge loss to these data. Users share a specific type of input and further see these as targeted advertisements to them.

Research Gap:

After all the literature review, it has been clear that there is a significant relation between what a user searches on their search engine and what advertisements they receive on their social media platform. But sample and geographical constraints are observed in all the research. So, this study will aim to find and construct the same work by comparing the search engines and social media platforms used by individuals. Through this study, the objective is to study the use of artificial intelligence in brand promotion by e-commerce businesses.

Methodology:

For this study a defined questionnaire was developed from the literature sources based on the user preferences and top social media platforms. The following ratios were used on the collected data:

1. Type of search engine
2. Type of social media platform
3. Knowledge of target advertisements
4. Use of E-commerce websites

Statistical depiction is used to find the correlation among the related and non-related variables.

Hypothesis for the study include the following:

1. There is a significant relationship between what a user searches on a search engine and seeing a target advertisement.
2. Using any social media platform would lead to receiving more targeted advertisements.

- Using artificial intelligence would lead to more refined targeted advertisement.

Analysis:

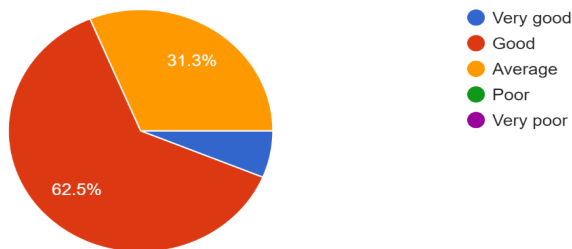
Primary Data Analysis:

The analysis method which was used to perform qualitative analysis was focus group research. In this focus group research method, we did have to perform a planned discussion and interview with a small group of people who have a quite amount of technology and who use Flipkart and Amazon frequently. The participants are sampled from the study population. The aim is to obtain knowledge of the participant's considerations and ideas on how artificial intelligence is used in the brand promotion of Amazon and Flipkart.

The method is feasible in illuminating the variety of viewpoints held in a population. It is used as a single source of data or in combination with other methods. As the method provides data in a social context it is used as an alternative to individual interviews, when appropriate, or in the initial development of a questionnaire. Focus group interviews is considered to be of value in health research.

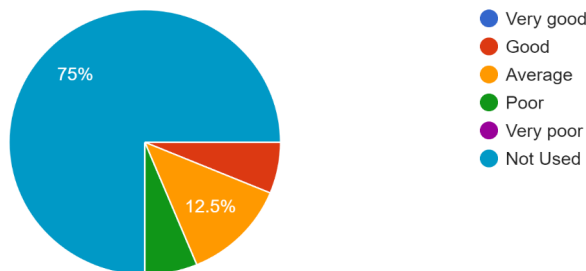
Data Analysis –

- Experience about the service recovery of Flipkart –



Here the study was conducted to know what was the level of service recovery by Flipkart. We found that 62.5% of the respondents felt it was good, 31.3% of the respondents felt it was average, and 6.3% of the respondents felt it was very good. Hence it is clear that the service recovery of Flipkart is at a good level because of the use of AI in tracking the service.

- Usage of chatbots by Flipkart –

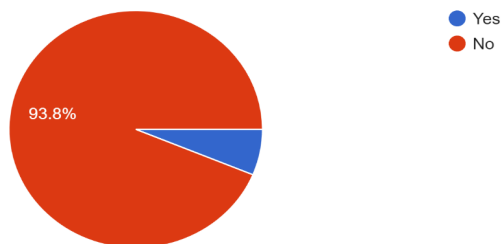


Here the study was conducted to know the use of chatbots designed by Flipkart which will help clients to resolve their issues without contacting customer care.

We found that 75% of the respondents have not used the chatbots yet, 12.5% of the respondents found it was average, 6.3% of the respondents found it was good, and 6.3% of the respondents found it was poor.

Hence it is clear that the audience of Flipkart is not aware of the chatbots.

3. Use of the voice assistant feature to buy products from Flipkart –

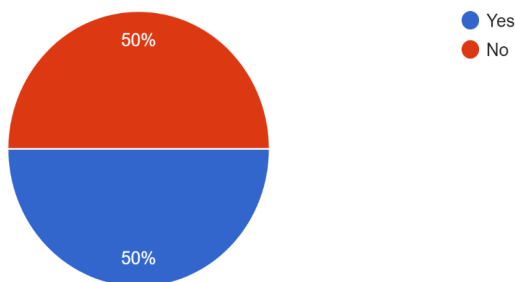


Here the study was conducted to know the use of voice assistance feature provided by Flipkart to make the buying process easy for the customer.

We found that 93.8% of the respondents haven't used it yet and only 6.3% of the respondents have used it.

Hence it is clear that the audience of Flipkart is not aware of the voice assistant feature.

4. Ability to customize the products the customer is willing to buy on Flipkart –

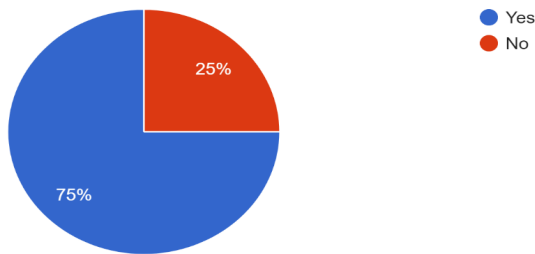


Here the study was conducted to know the ability to customize the products the customer is willing to buy on Flipkart.

We found that 50% were able to customize and 50% weren't able to customize.

Hence it is clear that the customers of Flipkart are most probably aware of the process of customizing the product.

5. Personalized product recommendations from Amazon to the customer –

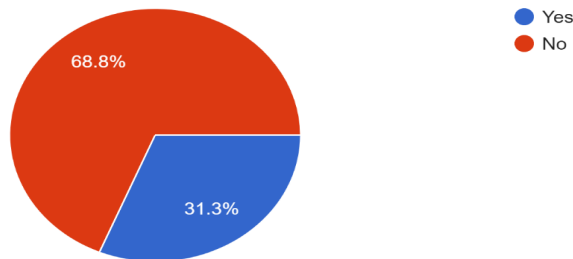


Here the study was conducted to know whether the respondents received any Personalized product recommendations from Amazon.

We found that 75% of the respondents received the recommendations and 25% didn't received recommendations.

Hence, we can say that artificial intelligence is working properly for those who have a lot of interest in surfing online e-commerce sites.

6. Use of Alexa which is enabled in Amazon for hands-free shopping--



Here the study was conducted to know the use of Alexa which is enabled on Amazon for hands-free shopping.

We found that 68.8% of the respondents haven't used this feature and 31.3% of the respondents had used this feature.

Hence, we can say that the voice assistant is provided by Amazon is used more than Flipkart.

Observations –

Amazon has dominated Indian e-commerce, and a key component of its cutting-edge offerings is the application of artificial intelligence. The platform has steadily transformed the way the audience shops by opening the door for elements like ease and cost in the retail industry.

The platform's major tools for advancement are automation, artificial intelligence, and bots. It continually prioritizes growth and progress.

In the marketplace, brand awareness is a key success factor. The firm with the most brand recognition and the best prices is Amazon. Excellent usability, speed, and readability on the e-trade website will increase existing customer loyalty and push the company closer to consumer retention.

Conclusion-

Artificial intelligence (AI) offers a great deal of potential for finding the perfect customer for the goods in the store, providing them the deal based on their purchase history, and being able to predict potential sales and use the data for inventory management. It is the best thing ever for recommendations based on previous purchases because it is easier to use, more convenient, and allows customers to get the precise product they need using smart research because the work of typing the search query would be

decreased. Customers would find it more convenient if Amazon helped them with their purchases. Better personalized recommendations would be for e-commerce sites, that they should concentrate on family needs based on the family data available instead of targeting single users as in the Indian culture, the purchases are for the family rather than an individual user.

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