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## The Role of Artificial Intelligence in Selected Marketing Areas

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Submitted 03/05/25, 1st revision 20/05/25, 2nd revision 11/06/25, accepted 30/06/25

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**Abstract:**

**Purpose:** Artificial intelligence (AI), particularly Generative AI (GenAI), is a central transformative force in modern marketing. This rapid evolution has created a fundamental tension between the recognized benefits (e.g., hyper-personalisation, operational efficiency, ROI) and significant challenges regarding ethics, algorithmic bias, and consumer trust in generated content. Due to the rapid growth of publications, knowledge in the field has become fragmented. The purpose of this paper is to synthesize the current state of research on the applications and impact of AI across selected marketing areas.

**Design/Methodology/Approach:** The article employs a narrative literature review. A multi-stage search was conducted in leading scientific databases (Science Direct, Ebsco, Proquest) using keywords such as "artificial intelligence" "ai" and "marketing". The resulting literature was categorized and narratively synthesized into seven thematic areas which form the basis of the analysis.

**Findings:** The findings show broad possibilities for the application of AI in the proposed areas. GenAI is revolutionizing content creation, offering massive efficiency gains but raising critical questions about authenticity. AI analytics form the foundation of modern ad targeting (boosting ROI) and predictive analysis, enabling anticipatory marketing. In customer-facing roles, AI (via chatbots and sentiment analysis) is redefining the customer experience (CX) and B2B relationships (AI-CRM). Finally, AI presents specialized applications and paradoxes, such as in green marketing, where its optimisation benefits are weighed against its own energy consumption.

**Practical Implications:** This synthesis provides managers with a structured overview of AI's current capabilities. It highlights the necessity of balancing efficiency gains from automation (e.g., programmatic advertising, chatbots) with the strategic management of new risks, particularly in consumer trust, content authenticity, and the ethical use of predictive data.

**Originality/Value:** By synthesizing seven distinct areas - from content creation to B2B marketing - it provides a conceptual framework for academics. It identifies key research gaps, including the need to study consumer psychological reactions to GenAI, the 'green paradox' of AI, and organizational barriers to adoption in B2B contexts.

**Keywords:** Artificial intelligence, generative artificial intelligence, marketing, social media marketing, B2B marketing.

**JEL codes:** M31, L86.

**Paper type:** Research article.

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**Acknowledgement:** This research was co-financed by the Minister of Science under the "Regional Excellence Initiative.



## 1. Introduction

Artificial Intelligence (AI) has ceased to be merely an analytical tool, becoming a central transformative force in contemporary marketing (Verma *et al.*, 2021). Its rapid development, driven by advancements in machine learning (Campbell *et al.*, 2020) and, primarily, the explosion of Generative AI (GenAI) (Joshi *et al.*, 2025; Sands *et al.*, 2024), has radically expanded its role: from data optimization to autonomous content creation (Brüns and Meißner, 2024).

This evolution gives rise to a fundamental tension that has hitherto been poorly synthesized in the literature. On the one hand, AI offers unprecedented benefits in the form of hyper-personalization (Lee and Breckon, 2025), a step-change improvement in operational efficiency (Serra-Simón *et al.*, 2025), and measurable increases in ROI, particularly in ad targeting (Shan, 2024).

On the other hand, the literature notes growing concerns about the authenticity of generated content, consumer trust, algorithmic biases, and profound ethical implications (Belanche *et al.*, 2025; Joshi *et al.*, 2025; Sands *et al.*, 2024).

The dynamic growth in the number of publications, especially in recent years (Serra-Simón *et al.*, 2025; Chinnici *et al.*, 2025), has led to significant knowledge fragmentation (Ford *et al.*, 2024; Verma *et al.*, 2021). This article synthesizes findings across seven areas: (1) content creation (GenAI), (2) ad targeting, (3) predictive analytics, (4) social media marketing, (5) customer experience, (6) green marketing, and (7) B2B marketing. The contribution of this work is the mapping of these areas, the identification of major research gaps (e.g., in the perception of authenticity (Belanche *et al.*, 2025) or the "green paradox" of AI (Lin *et al.*, 2024)), and the provision of a conceptual framework for future researchers.

## 2. Theoretical Background

The scientific literature concerning Artificial Intelligence (AI) in marketing has evolved from analyzing its optimization potential to examining its role as a fundamental transformative force (Davenport *et al.*, 2020; Verma *et al.*, 2021). Early works concentrated on AI's capability to process large datasets (Big Data), primarily

through machine learning (ML) and deep learning, which allowed for deeper segmentation and understanding of consumer behavior (Campbell *et al.*, 2020; Shan, 2024). Key articles in this stream solidified the perception of AI as a tool for gaining competitive advantage through automation and predictive analytics (Chatterjee *et al.*, 2021; De Bruyn *et al.*, 2020).

A more recent and currently dominant research stream focuses on the rapid rise in prominence of Generative AI (GenAI) (Joshi *et al.*, 2025; Sands *et al.*, 2024). The literature here analyzes a fundamental paradigm shift: AI ceases to be merely an analyst and becomes an autonomous content creator (Brüns and Meißner, 2024; Lv, 2023). These works emphasize how GenAI is redefining marketing practices (Al Moosa *et al.*, 2025) by automating not only repetitive tasks but also creative ones (Serra-Simón *et al.*, 2025; Zhang and Zhang, 2025).

Parallel to research on applications, a critical stream resonates strongly in the literature, concentrating on the implications and challenges associated with AI. A significant portion of the scientific output is devoted to ethical issues, the risk of algorithmic bias, and problems of trust and authenticity in AI-generated content (Belanche *et al.*, 2025; Joshi *et al.*, 2025; Sands *et al.*, 2024).

Researchers also point to the dynamic and dispersed nature of publications (Ford *et al.*, 2024; Chinnici *et al.*, 2025), which results in knowledge fragmentation and hinders a synthetic understanding of AI's impact on the discipline (Verma *et al.*, 2021).

### **3. Methodology**

This article adopts the form of a narrative literature review using the desk research method. The aim was to synthesize the current state of knowledge on the applications of AI and GenAI in selected areas of marketing. The literature selection process was multi-stage.

A search was conducted in leading scientific databases, including Science Direct, Ebsco, and Proquest. The initial search phase (Phase 1) was based on broad keywords, such as "artificial intelligence", "ai", and "marketing", to map the general research landscape.

Due to the very large number of results obtained, a second phase (Phase 2), involving narrowing the search, was necessary. In this phase, key, recurring thematic areas in the literature were identified.

As a result, seven main application areas were distinguished, which became the basis for the analysis and the structure of the results section of this article: (1) Automated content creation and GenAI, (2) Ad targeting and optimization, (3) Predictive analytics and consumer behavior analysis, (4) Social media marketing and sentiment

analysis, (5) Customer service and experience enhancement, (6) Green marketing and sustainability, and (7) B2B and industrial marketing. The final synthesis (Phase 3) consisted of a narrative analysis of the selected publications within these seven areas.

#### 4. Research Results and Discussion

Based on the adopted methodology, this section provides a narrative analysis and synthesis of the selected literature. The following sub-sections detail the research findings within the seven identified (Table 1) areas of AI application in marketing.

**Table 1.** Identified Areas of Artificial Intelligence in Marketing

Area	Authors
4.1. Automated Content Creation and Generative AI	Al Moosa et al., 2025; Zhang & Zhang, 2025; Seo et al., 2025; Sands et al., 2024; Chan & Choi, 2025; Jung et al., 2025; Belanche et al., 2025; Serra-Simón et al., 2025; Fei, Liou & Sun, 2025; Chui et al., 2023; Joshi et al., 2025; Park & Ahn, 2024
4.2. Ad Targeting and Optimization	Shan, 2024; Ford et al., 2023; Verma et al., 2021; Choi & Lim, 2020; Serra-Simón et al., 2025; Al Moosa et al., 2025; Tripathi, de Vries & Lemke, 2022
4.3. Predictive Analytics and Consumer Behavior Analysis	Al Moosa et al., 2025; Zhao et al., 2025; De Bruyn et al., 2020; Chinnici et al., 2025; Kumar, Ashraf & Nadeem, 2024; FitzSimmons, 2025
4.4. Social Media Marketing and Sentiment Analysis	Capatina et al., 2020; Perez-Vega et al., 2021; Airani & Karande, 2022; Alharbi et al., 2025
4.5. Customer Service and Experience Enhancement	Serra-Simón et al., 2025; Dondapati et al., 2022; Al Moosa et al., 2025; Mardiyana & Mahata, 2025; Rahman et al., 2023; Verma et al., 2021; Lian & Li, 2025; Omeish, Al Khasawneh & Khair, 2024
4.6. Green Marketing and Sustainability	Sohaib, Alshemeili & Bhatti, 2025; Choi & Yi, 2025; Lin et al., 2024
4.7. Business-to-Business (B2B) and Industrial Marketing	Chatterjee et al., 2021; Mehra & Goel, 2025; Li et al., 2021; Grewal et al., 2021; Petrescu et al., 2022; Fernández-Rovira et al., 2021

**Source:** Own study.

##### 4.1 Automated Content Creation and Generative AI

Generative AI (GenAI) is a transformative force, proactively generating original content (text, images, video) (Al Moosa *et al.*, 2025; Zhang and Zhang, 2025; Seo *et al.*, 2025; Sands *et al.*, 2024). It is entering creative domains, automating the production of complex content and consumer interactions (Chan and Choi, 2025; Jung *et al.*, 2025). Key applications include the production of synthetic, automatically modifying advertisements (Zhang and Zhang, 2025; Belanche *et al.*, 2025) and rapid, mass personalization (Sands *et al.*, 2024; Park and Ahn, 2024).

GenAI brings a radical increase in efficiency (50-80%) (Serra-Simón *et al.*, 2025), a multiplication of content volume (Fei, Liou and Sun, 2025), and possesses enormous economic potential (Seo *et al.*, 2025; Chui *et al.*, 2023).

However, the literature emphasizes the necessity of human-AI collaboration (Joshi *et al.*, 2025) and challenges such as "hallucinations," ethics, and skills gaps (Belanche *et al.*, 2025). Research into the perception of authenticity and consumer trust in AI-generated content is becoming crucial (Belanche *et al.*, 2025; Seo *et al.*, 2025; Park and Ahn, 2024).

#### **4.2 Ad Targeting and Optimization**

AI is a central element in optimizing ad targeting, essential for processing vast user datasets (Shan, 2024; Ford *et al.*, 2023). AI and machine learning (ML) technologies support fundamental segmentation, targeting, and positioning strategies (Verma *et al.*, 2021; Choi and Lim, 2020), which directly translates into a significant increase in campaign return on investment (ROI) (Shan, 2024).

AI automates key processes, including programmatic advertising, media planning, and the creation of personalized ads (Ford *et al.*, 2023; Serra-Simón *et al.*, 2025; Al Moosa *et al.*, 2025). The development of virtual influencers and AI-based assistants is further redefining promotional activities and engagement (Tripathi, de Vries and Lemke, 2022).

#### **4.3 Predictive Analytics and Consumer Behavior Analysis**

AI-powered predictive analytics, including deep learning models, enables the forecasting of future consumer actions, lead generation, and the optimization of pricing strategies (Al Moosa *et al.*, 2025; Zhao *et al.*, 2025; De Bruyn *et al.*, 2020). AI systems analyze vast datasets to uncover complex consumer behavior patterns, often undetectable by human analysts (Zhao *et al.*, 2025; De Bruyn *et al.*, 2020).

Industry applications, e.g., in the beverage sector, focus on optimizing positioning (the 4Ps) and on food safety issues (Chinnici *et al.*, 2025). This predictive capability allows marketers to shift from reactive to anticipatory strategies, adapting communication in real-time (Kumar, Ashraf and Nadeem, 2024; FitzSimmons, 2025). Nevertheless, the use of these models raises significant ethical challenges related to privacy and potential algorithmic bias.

#### **4.4 Social Media Marketing and Sentiment Analysis**

In social media marketing, AI plays a key role in audience analytics, image recognition, and sentiment analysis (Capatina *et al.*, 2020). Sentiment analysis is one of the most frequently studied applications of AI in marketing (Perez-Vega *et al.*, 2021). It utilizes Natural Language Processing (NLP) and ML to automatically

extract opinions (positive, negative, neutral) from large volumes of user-generated data (Perez-Vega *et al.*, 2021; Airani and Karande, 2022; Alharbi *et al.*, 2025). This allows marketers to monitor brand perception, forecast sales, and understand the consumer's decision-making journey (Perez-Vega *et al.*, 2021; Capatina *et al.*, 2020; Airani and Karande, 2022).

#### **4.5 Customer Service and Experience Enhancement**

AI is fundamentally changing customer service by automating repetitive functions and enabling data-driven decision-making (Serra-Simón *et al.*, 2025; Dondapati *et al.*, 2022). Chatbots and virtual assistants play a key role, significantly enhancing the service level, increasing productivity, and company profitability (Al Moosa *et al.*, 2025; Dondapati *et al.*, 2022).

These technologies enable the personalization of experiences by analyzing purchase histories and recommending tailored products (Mardiyana and Mahata, 2025). AI systems support customer relationship management (CRM), integrating customer expectations with advanced technology to build stronger bonds (Rahman *et al.*, 2023; Verma *et al.*, 2021).

However, these implementations are not without challenges, mainly related to adoption barriers and the need to monitor whether the increase in operational efficiency actually translates into higher customer satisfaction (Lian and Li, 2025; Omeish, Al Khasawneh and Khair, 2024).

#### **4.6 Green Marketing and Sustainability**

AI is gaining importance in green marketing, offering tools to promote sustainable practices (Sohaib, Alshemeili and Bhatti, 2025). AI's predictive capabilities help optimize green strategies, for example, by forecasting efficient production, personalization limiting waste (e.g., in fashion), or virtual fitting rooms (Choi and Yi, 2025; Sohaib, Alshemeili, and Bhatti, 2025).

Research indicates that AI agents can be more effective than humans in promoting pro-environmental behaviors, particularly among less environmentally conscious consumers (Choi and Yi, 2025). At the same time, the literature points to a paradox: although AI assists in achieving sustainable development goals, the very training of complex AI models generates a significant carbon footprint and consumes energy (Sohaib, Alshemeili and Bhatti, 2025; Lin *et al.*, 2024).

#### **4.7 Business-to-Business (B2B) and Industrial Marketing**

In B2B marketing, AI is revolutionizing data management by automating its structure, standardization, and customization in complex business environments (Chatterjee *et al.*, 2021). The implementation of AI in CRM systems (AI-CRM) is

crucial for automating actions and decision-making without human intervention, which impacts organizational performance and competitive advantage (Chatterjee *et al.*, 2021). In industrial marketing, AI supports predictive maintenance and optimizes the supply chain (Mehra and Goel, 2025; Li *et al.*, 2021).

Applications include the real-time analysis of sales conversations (Grewal *et al.*, 2021) and dynamic pricing for wholesale customers (Grewal *et al.*, 2021). Although the potential of AI in B2B is widely recognized (Petrescu *et al.*, 2022), its full realization in practice remains limited (Fernández-Rovira *et al.*, 2021).

## **5. Limitations and Directions for Future Research**

The main limitation of this study is its narrative methodological nature, which, unlike a systematic review, does not exclude the risk of subjectivity in source selection. Furthermore, the researched area, especially GenAI, is in a very early stage of development (Seo *et al.*, 2025; Ford *et al.*, 2024), and many of the analyzed studies are exploratory, limiting the ability to formulate definitive generalizations.

In-depth analyses are necessary concerning consumer psychological responses to AI-generated content, particularly in the context of perceived authenticity, trust, and credibility (Belanche *et al.*, 2025; Seo *et al.*, 2025; Park and Ahn, 2024).

Although the potential of AI in B2B is high, the literature indicates its full realization is limited (Fernández-Rovira *et al.*, 2021). The organizational, cultural, and competency barriers hindering full implementation must be investigated (Chatterjee *et al.*, 2021; Gupta *et al.*, 2024).

## **6. Conclusion**

Broad possibilities for the use of AI are indicated in all analyzed areas. Firstly, GenAI (Section 4.1) is revolutionizing content creation and hyper-personalization (Al Moosa *et al.*, 2025; Sands *et al.*, 2024), offering an unprecedented increase in efficiency (Serra-Simón *et al.*, 2025).

Secondly, AI analytics (Sections 4.2 and 4.3) is the foundation of modern ad targeting and behavioral analysis, enabling an increase in ROI (Shan, 2024) and a transition from reactive to anticipatory marketing (Al Moosa *et al.*, 2025; Kumar, Ashraf and Nadeem, 2024).

Thirdly, interactive technologies (Sections 4.4, 4.5, and 4.7) – such as chatbots, sentiment analysis, and AI-CRM – are redefining the customer experience (CX) and B2B relationships, automating communication and extracting deep insights from data (Al Moosa *et al.*, 2025; Perez-Vega *et al.*, 2021; Chatterjee *et al.*, 2021).

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