

The Role of Artificial Intelligence in Cost Reduction of Marketing Agencies

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Abstract— Artificial Intelligence (AI) plays a significant role in optimizing operations, increasing productivity, building more efficiency, and reducing costs across all business verticals of every industry. AI is an essential driver in the field of marketing, fueling creativity and innovations by Automating repetitive tasks, enhanced targeting, personalizing communication, optimizing advertising spending, predictive analytics, Customer Support, and much more. This paper investigates the role of AI in reducing costs for marketing agencies, explicitly focusing on AI tools in content creation, content management, and video editing. Also, AI-powered video editing applications speed up the overall editing process, decreasing reliance on costly software and skilled personnel. Towards the end, the study highlights the practical implications of how marketing agencies can leverage AI tools to develop a more robust and profitable business model that is dynamic to suit the current technology age and drives stability for sustainable growth.

Keywords—Artificial Intelligence, Content Writing, Content Management, Video Editing, Cost Reduction

I. INTRODUCTION

Artificial Intelligence (AI) transforms businesses across all verticals by streamlining operations, optimizing processes, boosting productivity, and reducing costs [1,2]. AI combined with human intelligence creates a unique combination of machines that gives systems more sophistication.

This research investigates the impact of Generative AI on cost reduction for marketing agencies in India, with a particular focus on AI tools used in content creation, content management, and video editing space [2,3].

As per the recent developments in the artificial intelligence and machine learning industry, generative AI produces creative marketing concepts and makes them more customized to the client's requirements, in turn reducing the workload for human creators. In the content management space, AI automates tasks such as scheduling and distribution, ensuring faster processes and better relevancy of placements of content across channels at targeted timelines, which ensures better and qualitative reach [5,6]. AI tools used in video editing simplify the editing process by automating functions like cutting, adding effects, and integrating music, thereby reducing costly time-consuming software and predominantly reducing reliance on human creativity for execution [1]. This research paper illustrates on how AI tools empower marketing agencies to build more resilient and profitable business models, adapting to the technologically advanced landscape for sustainable growth [7,8,9]. The research aims to offer valuable insights into the practical applications of AI and how adopting AI in the marketing industry will foster innovation, profitability, and long-term sustainability.

II. LITERATURE REVIEW

The adoption of Artificial Intelligence (AI) in businesses is rapidly increasing as it transforms how businesses approach. AI can innovate business processes to a large extent, which is disrupting various industries [1,4]. Artificial Intelligence (AI) will become part and parcel of every commercial entity across the world in future.

The new trends in AI-driven automation signifies substantial changes in the AI landscape [3]. International big-tech companies such as Apple, Google, Microsoft, Amazon, and IBM are investing huge amount in the research and development of AI to bring out advanced AI algorithms, frameworks, and platforms to cater to various business requirements [2]. Technology is becoming the backbone of every business, and the usage of artificial intelligence (AI), machine learning (ML), deep learning (DL), blockchain technology, and other advanced technologies are automating and optimizing processes to make business operations more robust [1].

Digitization of businesses creates BIG data [1]. Marketers use AI to analyze data, identify patterns, predict outcomes, minimize errors, improve ROI, and automate processes. Not only this, but AI is contributing to simplifying the operations of marketing with various AI tools that eventually make people more efficient, processes more productive, increase speed of execution, and gain overall cost reduction. Robotic Processes at the ground level and Automation of Repetitive tasks using AI Technology is allowing employees/marketers to focus on more valuable and strategic thinking activities. These advancements are essential for independent marketing companies that want to maintain competitiveness in a rapidly evolving digital landscape [1,2].

Emerging literature provides an overview of AI in marketing. Studies which uncover the utility of AI tools for marketing in cost reduction are scarce [15]. The present work is an attempt to cover this research gap, and it will provide valuable input to entrepreneurs and businesses [17,18]. Towards this end, the remaining part of Section II of the paper outlines the AI tools for marketing and their cost structure, Section III portrays the research methodology, Section IV discusses the data analysis, Section V depicts the results, and Section VI gives a conclusion and its implications.

A. AI in Marketing

Artificial Intelligence in marketing signifies a transformative shift toward data-driven insights and decision-making in marketing strategies. Marketing is essential for generating new businesses and developing enterprises, strengthening the

competitive position and influencing customers [16]. AI improves the creativity, efficiency, and effectiveness of promotional advertising campaigns, which helps consumers distinguish brands for better brand recall. Additionally, adopting AI business operations in Marketing verticals of organizations or even in Marketing agencies improves key performance indicators and helps marketers achieve better financial results [17,18]. AI gives marketers more power by giving them access to technologies for automation, customization, and a better understanding of target audiences using data analysis. The speedy processing of large datasets gives a deeper understanding of consumers' habits, tastes, current trends, and upcoming trends. This boosts overall marketing strategies for increased engagement and broadcasting communication, providing individualized experiences for customers. While hundreds of AI tools help streamline Marketing operations, optimize processes, and reduce operational costs, this research paper has a focused approach to studying the impact of Artificial intelligence in 3 areas of marketing: Content writing/Creation, Content Management, and Video Production/editing. The conceptual model is given in figure1

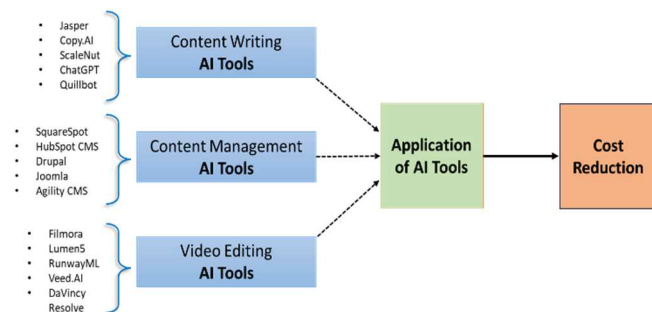


Fig. 1: Impact of AI tools for Marketing in Business

B. AI in Content Writing

The cutting-edge technology of AI complements a company's current content strategy and execution to a large extent. AI applications in content writing and creation can examine billions of data points on the Internet, tell precisely what marketers need to know for business, and give indicative content plans to build the content around the plan [3]. Using natural language generation capabilities, AI-assisted writing can enhance efficiency and idea generation. This enables it to create marketing content that mimics human speech to create real-time communication strategies [4,5]. AI and ML tools can automate the process of writing content in a specific style, language, and tone of voice, ultimately providing authentic and valuable content to prospective customers for brands [6]. Integrating AI in content writing and creation offers businesses more diverse, appealing and engaging content. The Top 5 AI tools that Marketers prefer for content writing are as follows:

Jasper is an AI-powered writing assistant designed to bring out high-quality blog posts, social media content, and marketing copy. It saves time by creating automated content in customizable templates. The yearly subscription price for this tool is \$708. It helps reduce costs through customized templization and content research

Copy.ai creates engaging marketing content for ads, emails, and social media. It offers a wide range of templates for different content types and has a user-friendly interface for quick and easy use. The yearly subscription price for this tool is \$2232. It helps reduce cost through content workflow and material making of marketing

ScaleNut is a content creation and marketing platform designed for businesses. It generates blog posts, social media content, ad copy, and SEO optimization, enhancing productivity with automated workflows. The yearly subscription price for this tool is \$804. It helps reduce cost through SEO-based content creation and SEO optimization

ChatGPT is a powerful language model that generates human-like text based on given prompts. It contributes significantly to social media content writing by automating the creation of engaging and relevant posts, personalizing the content for different target audiences, generating creative ideas, and optimizing text for SEO. The yearly subscription price for this tool is \$300. It also helps reduce content by fast-tracking the content research process and writing.

Quillbot is a paraphrasing tool that helps rewrite and improve content. It enhances clarity and engagement by suggesting alternative phrases in multiple languages and integrates with various writing platforms. The yearly subscription price for this tool is \$50. It helps reduce cost by content refinement and content automation.

C. AI in Content Management

Integration of AI Content Creation plays a vital role. However, only the creation of engaging content cannot produce results for the brand; there is a need for content management and planning. Content management ensures that content reaches the right set of audiences at the right time on the right channel and that content is consumed more frequently [3]. AI also plays a huge role here, where various software may help with task management, automating specific emails and social media content, and personalizing messages via an optimized process [6]. The algorithms analyze user information like age, gender, demographics education, , interests, and other key data to find out the best client for that specific brand. Integrating AI in content management helps lower costs and maintain high efficiency, enabling marketing teams to target the appropriate channels at a reasonable cost [7,8]. AI also ensures two-way communication between brands and customers, eliminating human intervention to a large extent. Consumers of content or brands want to interact with brands through messages across various channels like Instagram, Facebook, YouTube, Linked Websites, and many more. Different consumers respond differently on different channels. An emotional appeal may move some and others with humor. ML and AI can identify which messages customers have reacted to and produce a more detailed and targeted user profile [9,10,18]. The Top 5 AI tools that Marketers prefer for content management are as follows:

HubSpot is an integrated content management system that optimizes content for SEO, personalizes user experiences, and automates workflows. Its user-friendly interface with drag-and-drop functionality. The yearly subscription price for this tool is \$4300. It helps reduce the cost of SEO optimization and also reduces the dependency

Joomla is a flexible content management system with AI extensions that enhance website functionality. It suits complex websites requiring robust functionality, and the community supports continuous development. The yearly subscription price for this tool is \$399. It helps reduce cost through easy website functionality and technical support

Drupal is a powerful CMS known for its flexibility and robust AI content management modules. These modules enhance content personalization, automate tagging, and optimize performance. The yearly subscription price for this tool is \$550. It reduces cost through manual oversight and minimize outsourcing for any development

Squarespace offers AI-driven design suggestions and automated SEO optimization. It also provides a variety of professionally designed templates with easy-to-use interfaces and robust e-commerce capabilities. The yearly subscription price for this tool is \$600

Agility CMS is a headless CMS that uses AI to streamline content management and delivery. Its headless architecture provides flexibility, and the user-friendly interface has robust API support. The yearly subscription price for this tool is \$500. It helps reduce costs through Multichannel distribution on one platform.

D. AI in Video Editing

In today's marketing dynamics, Video content is vital in enhancing brand visibility and engagement not only on social media platforms but in the minds of consumers. Video marketing content and video advertising are highly effective in attracting and converting prospects into customers by improving brand-consumer relationships [11,12]. Brands prefer more video content to build engaging narratives and meaningful connections, showcase authenticity, and build trust, thereby strengthening their market position and competitive advantage. However, from a Marketing Agency viewpoint, Video content production is a more complex, time-consuming, and skilled labor-intensive process [13]. It needs heavy investment in video shooting equipment, skilled camera personnel, high-end software for editing, and, towards the end, skilled editors to ensure the overall output is creative, engaging, and effective. However, with the integration of AI tools and ML algorithms, Video editing is also getting simplified. Generative AI algorithms also create videos through storylines using AI-generated Images and stock video footage [14,15]. Overall, AI ensures Video Cutting, slicing, adding effects, relevant music, and transitions happen through the automative process which enhances the experience of the user and editors [16,17,18]. The Top 5 AI tools that Marketers prefer for video editing are as follows:

Filmora is a popular video editing software that is suitable for both beginners and professionals. Its AI tools include motion tracking, auto reframe, and scene detection. The yearly subscription price for this tool is \$350. It helps reduce manpower costs through Drag & Drop and speed.

Lumen5 is an AI-powered video creation tool that converts blog posts and articles into interesting videos. Its AI engine automatically selects and arranges content using customizable templates and easy-to-use drag-and-drop features. The yearly subscription price for this tool is \$2268. It helps reduce cost by easily converting text to videos and templization

Runway ML is an AI-powered creative suite for video editing and effects catering to artists and filmmakers. It includes AI tools for real-time video editing, object detection, and style transfer. The yearly subscription price for this tool is \$912. It helps reducing cost through ongoing experimentation.

Pictory is an AI-powered tool that automates video creation by selecting visuals and music to match the content. It is an easy-to-use platform suitable for all skill levels. The yearly subscription price for this tool is \$588. It helps reduce costs through automation and low cycle time.

Synthesia is an AI video creation platform that enables users to create videos with digital avatars. The yearly subscription price for this tool is \$804. It helps reduce costs by creating avatars and lip-syncing.

E. Impact of AI on Cost Reduction of Marketing Activities

The Integration of AI has significant long-term implications associated with various verticals and functions of Marketing. AI also has an instrumental contribution in reducing the cost of functions of marketing by following contribution activities:

Sales: Task Optimization, Optimizing Reach, Chatbots, Data-driven targeting

Customer Relationship Management: Process Automation, Auto Segmentation, Reduce Cycle time and Resource allocation

Advertising: Optimizing Targeting, Ad Placements, Channel utilization, Personalized content

Content Marketing: Content Research, Content Curation, Audience Preferences, Performance Analytics

Social Media Marketing: Automated Scheduling, User Sentiment Identification, Consumption Preferences, and Chatbot for communication automation

Email Marketing: Automating Emailers, Opening Rates Optimization, Personalization in Emails

E-Commerce: Inventory Tracking, Chat-Bot Support, Conversion rates, Price Discovery

Market Research: Data collection, NLP integration, Trend Analysis, Reporting & Measurement

Brand Management: Brand Monitoring, Consumer Insights, User Engagement, Forecasting Performance

Performance Measurement: Automated Reporting, Real-Time insights, patterns and Trends optimization

Influencer Marketing: Identification of the right & relevant influencers for brands, better partnerships & deals, Predicting proper results, and Real-time automated insights.

F. Ethical Implications of AI in Marketing

Integrating Artificial Intelligence (AI) into the marketing field has transformative power to change traditional marketing. However, it comes with significant ethical implications. Hence, it is important to strike the right balance between innovations, creativity, and the advantages of AI vs. responsibility towards consumers and society. According to the researcher, there are several areas in marketing where ethical implications will come into the picture; some of them are:

A. Data Security and Consent: AI-driven marketing depends on consumer data, which gives customized and personalized insights for AI. Consumers are unaware of how data is collected, where it is used, how it is used, and who is using it. This increases ethical concerns, as data is captured through social media without consumers being informed.

B. Black Box Algorithm: AI reads the data, gives insights, and makes decisions on behalf of humans. Adjusting pricing differently for a product or a service for each consumer depending on their user behavior, needs, and demands raises a big concern about the transparency and autonomy of the customers. Also, it's applicable concerning changing approaches of marketing, where AI will promote or push certain information, where there is a high possibility of consumption, which makes other parts of the society remain in the dark

C. Persuasion and Nudging: AI can tailor persuasive messages to individual audiences for the same product, services, offers, etc. AI uses a person's vulnerability or psychological traits to nudge, which helps impulse buying behavior.

- D. Ubiquitous Monitoring: Due to smartphones and continuous access to the internet, consumers are on the radar of AI 24/7. AI monitors consumers' presence on various technological platforms, leading to a surveillance environment where the consumer feels that someone is watching every action continuously, like a CCTV camera. This hyper-targeting negatively impacts consumer psychology, again raising ethical issues against the operation and approach of AI.
- E. Job Displacement: Integrating AI in Marketing significantly negatively impacts employability, innovative thinking, and creativity. AI tools make processes that reduce human intervention, reduce the creativity of the human mind, and make things more process-oriented and standardized. AI can do the work of 10 employees, giving more productivity and accuracy than humans.

III. RESEARCH METHODOLOGY

In an evolving marketing landscape, AI is going to play a vital role as a catalyst in accelerating growth. AI tools provide several benefits to marketers and make them more productive, efficient, and innovative with newly generated ideas. AI helps to reduce costs in two ways: directly and indirectly. AI increases productivity by automating tasks and increasing the efficiency of the overall organization, in turn reducing cost. On the other hand, AI tools directly reduce manual intervention in many activities, resulting in less dependency on high-paying manpower. On the other hand, AI tools are subscription-based based and it will entail financial spending for usage. Hence, it is imperative to judge the usage of AI tools by marketers, and their impact on overall cost reduction. At this junction, the research is directed to throw light on how cost reduction happens with the adoption of AI tools in marketing processes.

A. RESEARCH OBJECTIVES

- To study how the adoption of Content Creation AI tools helps to reduce overall operational cost
- To examine the impact of Content Management AI tools on overall Cost reduction
- To study how integrations of Video Editing AI applications help to reduce overall cost

B. RESEARCH HYPOTHESIS

Ha1: Content writing AI tools have a significant impact on reducing overall costs.

Ha2: Content management AI tools have a significant impact on reducing overall costs.

Ha3: Video editing done by AI tools has a significant impact on reducing overall costs.

C. RESEARCH DESIGN

The researcher organized an online survey of 90 respondents who are professionals working in Marketing Agencies. The survey was administered using a structured questionnaire. The first part covered the demographic and psychographic profile of respondents, while the second part of the questionnaire was related to the overall perception of the Integration of AI in Marketing and the usage of AI tools in their daily work. Also, the questionnaire covered questions regarding the cost reduction of all 3 three fundamental aspects of Content Writing/Creation, Content Management, and Video Editing. The data collected through questionnaire is cleansed, tabulated and statistical correlation between usage of AI tools and its impact on overall cost reduction is measured.

IV. DATA ANALYSIS

A. Demographic Analysis:

Information related to age, gender, and designation in the organization of respondents is collected, and the table of classification is presented as follows:

Table 1: Demographic of respondents

Particulars	Category	Percentage
Age	21 to 25 years	35.6%
	26 to 30 years	21.1%
	31 to 35 years	20.0%
	36 to 40 years	10.0%
	41 to 45 Years	7.8%
	46 and above	5.6%
Gender	Male	38.9%
	Female	61.1%
Designation In Organization	Executive or Sr. Exe (Level 1)	25.6%
	Manager / Team Leader (Level 2)	17.8%
	Sr. Manager (Level 3)	26.7%
	AVP/VP/Director (Level 4&5)	16.7%
	CEO (Not Owner / Employee)	6.7%
	CEO (Owner / Entrepreneur)	6.7%

Table 1 shows the distribution of respondents based on age, gender, and their respective designations in the organization. The majority of respondents (35.6%) fall in the 21-25 age group, followed by 26-30 (21.1%), and so on. In terms of gender, females make up a more significant proportion (61.1%) of the respondents compared to males (38.9%). Sr. Manager Level 3 is the highest (26.7%), followed by Executives or Sr. Executives (Level 1) of all the respondents.

B. Data Analysis of Usage of AI Tools:

Table 2: Usage of AI tools

	Name	Weighted Average	Mean
AI tool for Content Writing	Jasper	2.64	2.736
	Copy.AI	2.69	
	Scalenut	2.39	
	ChatGPT	3.46	

	Quillbot	2.50	
AI tool for Content Management	Square Space	2.41	2.47
	HubSpot CMS	2.67	
	Drupal	2.63	
	Joomla	2.30	
	Agility CMS	2.38	
AI tool for Video Editing	Filmora	2.57	2.913
	Lumen5	2.10	
	RunwayML	2.11	
	Veed.AI	2.89	
	DaVinci Resolve	2.26	

Table 2 above provides an overview of the user's weighted average for 15 AI tools used for Content Writing, Content Management, and Video Editing, respectively. It is based on how often users interact with it and is categorized into five usage frequencies: Never, Rarely, Sometimes, Often, and Very often.

Amongst the top 5 AI tools that are used for content writing; ChatGPT was the most used tool among the 5 AI tools taken for study, followed by Copy.AI, while Scalnut was the lowest-used tool. ScaleNut and Quillbot have shown similar behavior where "very often" usage is very low and 'Never' used is very high, which means the first usage or trial usage seems to be minimal. Respondents have a very contrasting view on the usage of Jasper as 30 respondents have 'Never' used it, while a good 17 respondents use it 'very often'.

Amongst the top 5 AI tools that are used for content management, HubSpot and Drupal are the most used tools among the respondents, while Joomla is the least used. In the survey, 18 and 17 respondents reported that they use HubSpot and Drupal 'very often', while 9 and 14 responded 'Often' usage of the same content management tools. No tool exhibits a balanced distribution across all categories, suggesting inconsistent levels of usage among respondents. Overall, these findings highlight diverse usage patterns among different CMS platforms, probably influenced by factors such as functionality, ease of use, and specific organizational needs.

Also, amongst the video editing tools that are used by video editors, Veed.AI and Filmora show the highest usage amongst the tools studied in this research, while Lumen5 and RunwayML are at the bottom of the usage frequency. The trail frequency, 'Sometimes,' has less variance in the data, which shows that marketing agencies are trying to adapt to the new age of AI tools and are very bullish about the technological usage in the video editing space. This distribution reveals varied usage patterns, with each tool having different levels of adoption and frequency of use among respondents. The comparative analysis of means indicates that Marketers are more inclined to use AI tools for video editing, followed by AI tools for content writing.

C. Cost Reduction Analysis

Table 3: Overall Cost Reduction for AI Tools in 3 Category

	Content Writing AI Tools	Content Management AI Tools	Video Editing AI Tools
Less than 5%	17%	19%	27%
Between 5%-10%	40%	33%	27%
Between 11%-20%	23%	20%	23%
Between 21%-30%	11%	20%	12%
More than 30%	9%	8%	11%
Weighted Average	2.55	2.64	2.54

Table 3 shows the overall cost reduction based on 3 categories of AI tools adopted for Content Writing, Content Management, and Video Editing. In the case of content writing, the majority of respondents (40%) reported a cost saving of 5%-10%, while 23% reported it between 11% and 20% due to the integration of AI tools. In the space of content management, 33% have reported cost savings of 5-10%, while cumulatively, around 40% have reported cost savings of 11% to 30% after the adoption of AI tools. Also, a total of 50% of marketers have reported cost savings between 5% and 20% after integrating AI tools with video editing.

Overall Cost savings reported between 5% and 10% are higher across all 3 categories of AI adoption, followed by cost savings between 11% and 20%. While the responses are at par, respondents feel that AI adoption in content management helps reduce costs compared to content writing and video editing.

D. Analysis of Verbatims

Table 4: Verbatims of Marketers for AI Adoption

Verbatims / Reasons	Mean Score
AI is very good as it increases the productivity of employees.	3.64
AI can improve targeting and personalization in campaigns.	3.50
AI can enhance customer experience and engagement.	3.48
AI will transform the industry and create new job opportunities.	3.34
AI provides valuable insights from data; humans might miss.	3.33
AI poses ethical concerns and potential misuse in marketing.	2.83
AI is not good; it will kill jobs of people.	2.68
AI is too complex and challenging to implement in strategies.	2.68
AI is an unnecessary expense with little return on investment.	2.58
AI lacks the creativity and intuition that human marketers bring.	2.58

Table 4 shows marketers' perceptions of the overall adoption of AI in marketing agencies. Some minority of marketers also perceive AI to be less creative and intuitive than humans and have shown pessimistic estimates regarding adopting this technology. The majority of respondents are very positive about AI usage in the field of marketing and believe that AI adoption helps increase employees' productivity and makes campaigns more personalized for audiences.

V. RESULT & DISCUSSION

To study objective 1 of this research, the impact of usage of AI tools in Content writing space and corresponding cost reduction, data was analyzed using a Two-tailed T-test. The p-value is 0.021. Since the p-value is less than 0.05, we have rejected the Null hypothesis. Hence, we can conclude that the usage of AI tools for content writing has a significant impact on the organization's overall cost reduction.

To study objective 2 of this research, the effect of usage of AI tools in Content management space and corresponding cost reduction, data was analyzed using a Two-tailed T-test. The p-value is 0.023. Since the p-value is less than 0.05, we have rejected the Null hypothesis. Hence, we can conclude that the usage of content management AI tools has a significant impact on the organization's overall cost reduction.

To study objective 3 of this research, the frequency of usage of AI tools in Video editing space and corresponding cost reduction data were analyzed using a Two-tailed T-test. The p-value is 0.027. Since the p-value is less than 0.05, we have rejected the Null hypothesis. Hence, we can conclude that the usage of video editing AI tools has a significant impact on the organization's overall cost reduction.

The p-value of all the t-tests indicates a significant positive relationship between these variables, suggesting that as the usage of AI writing tools increases, there is a corresponding increase in cost reduction. The spread of sample size for this analysis provides robust and strong evidence for efficacy in the dataset for assessing this relationship. The significant correlation underscores the potential cost-saving benefits of employing AI tools in content creation, content management, and video editing, highlighting their financial impact and functional advantages.

Overall, we can say that AI tools play an instrumental role in marketing agencies' cost reduction. This can potentially give marketing agencies higher productivity, optimize their execution timeline, and, in turn, increase their bottom line and sustainability.

VI. CONCLUSION

This significant correlation between the usage of AI tools and cost reduction illustrates how the marketing landscape is evolving towards more technology, enhancing efficiency, reducing human labor, and less reliance on human creativity. It also demonstrates that AI helps to automate repetitive tasks, has more profound practical implications, enhances creative options, optimizes the speed of execution, and eventually helps in strategic decision-making. Lastly, the study underscores the critical importance of embracing artificial intelligence in the marketing world to get an edge over the competition and increase sustainability in the digital world.

VII. LIMITATIONS AND FUTURE SCOPE

The researcher has done their best to execute this research systematically. However, it may have a few shortcomings due to information accessibility, Industry dynamics, subjectivity in information, the perfection of AI users, attitude towards AI, test representativeness, etc. Executing a study with a broader sample across different industries and building and testing a model will give better insights in the future.

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