

Generative AI in the Marketing Industry: An Industry Analysis of Content Transformation, Consumer Engagement, and Firm Performance

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ABSTRACT

Purpose: This study aims to analyze the impact of Generative Artificial Intelligence (GenAI) on the marketing industry with a focus on content transformation, consumer engagement, and firm performance. The research examines how GenAI is reshaping traditional marketing practices through automation, personalization, and integration with Marketing Technology (MarTech) systems. It also seeks to understand the opportunities, strategic implications, and challenges associated with the adoption of AI-driven marketing technologies.

Methodology: The study adopts an exploratory and analytical research approach based on secondary data collected from peer-reviewed journals, academic publications, industry reports, and digital sources. Various analytical frameworks such as SWOC (Strengths, Weaknesses, Opportunities, Challenges), ABCD (Advantages, Benefits, Constraints, Disadvantages), and PESTEL (Political, Economic, Social, Technological, Environmental, Legal) analyses are used to evaluate the internal and external factors influencing the adoption of Generative AI in marketing. The study also incorporates stakeholder perspectives to understand the impact of GenAI on businesses, consumers, policymakers, and investors.

Results & Analysis: The findings indicate that Generative AI significantly improves content creation, marketing automation, personalization, customer interaction, and operational efficiency. AI-driven tools enable businesses to generate scalable and data-driven marketing strategies that enhance customer engagement and improve return on marketing investment. The SWOC and ABCD analyses highlight major advantages such as efficiency, innovation, personalization, and competitive advantage, while also identifying challenges including ethical concerns, algorithmic bias, cybersecurity risks, and data privacy issues. The PESTEL analysis further emphasizes the role of political, economic, social, technological, environmental, and legal factors in shaping the future of AI-driven marketing practices.

Originality: This study provides a comprehensive and integrated analysis of Generative AI in the marketing industry by combining multiple strategic frameworks with stakeholder perspectives. Unlike traditional studies focusing only on AI adoption, this research connects technological transformation, consumer engagement, firm performance, ethical considerations, and strategic implications within a single analytical framework.

Value: The study offers practical insights for marketers, businesses, policymakers, investors, and consumers regarding the effective adoption and management of Generative AI technologies in marketing. It helps organizations understand emerging opportunities, improve operational efficiency, strengthen customer engagement, and address ethical and regulatory concerns. The research also contributes to academic literature and supports future strategic planning and policy development in AI-driven marketing.

Type of Paper: Applied Research / Analytical Research Paper

Keywords: Generative AI in Marketing, AI-driven Marketing, Marketing Technology (MarTech), Digital Marketing Transformation, Content Automation, Consumer Engagement, Firm Performance, Personalized Marketing

1. INTRODUCTION :

The marketing industry has undergone a significant transformation over the years, driven by advancements in digital technologies and the increasing use of data-driven strategies. The shift from traditional marketing approaches to digital platforms has enabled organizations to enhance customer targeting, improve communication effectiveness, and optimize overall marketing performance (Chaffey & Ellis-Chadwick (2019). [1]). In this evolving landscape, Artificial Intelligence (AI) has emerged as a key driver of innovation, enabling firms to analyze large volumes of data, automate processes, and improve decision-making capabilities (Davenport et al. (2020). [2]).

In recent years, the development of Generative Artificial Intelligence (GenAI) has further accelerated this transformation. Unlike traditional AI, which primarily focuses on data analysis, GenAI is capable of creating original content such as text, images, and videos, thereby redefining marketing communication and content strategies (Kshetri et al. (2023). [3]). This technological advancement is not limited to marketing alone but extends to broader business and entrepreneurial domains, where it introduces new opportunities while also posing challenges related to disruption and ethical considerations (Devadiga & Aithal (2026). [4]).

The integration of GenAI into marketing practices is significantly reshaping the Marketing Technology (MarTech) ecosystem. Organizations are increasingly utilizing AI-driven tools for automated content generation, personalized communication, and real-time customer interaction, which enhances efficiency and scalability in marketing operations (Huang & Rust (2021). [5]). Furthermore, the use of AI in managing customer journeys has improved consumer engagement by delivering more personalized and seamless experiences across multiple touchpoints (Lemon & Verhoef (2016). [6]).

From a performance perspective, the adoption of AI technologies in marketing has been associated with improved organizational outcomes, including better targeting accuracy, cost efficiency, and higher returns on marketing investments (Rust (2020). [7]). Additionally, industry-specific studies highlight the growing importance of strategic positioning and customer-centric approaches in technology-driven environments (Arinni & Suyanto (2023). [8]).

However, despite its numerous advantages, the increasing reliance on AI and GenAI raises important concerns related to ethics, transparency, and data privacy. Issues such as algorithmic bias, misuse of generated content, and lack of accountability have become critical challenges that organizations must address to ensure responsible AI adoption (Floridi et al. (2018). [9]). These concerns emphasize the need for a balanced approach that combines technological innovation with ethical considerations.

Although existing research provides valuable insights into AI applications in marketing, there is still a lack of comprehensive industry-level analysis focusing specifically on the role of Generative AI. Most studies concentrate on individual tools or applications, leaving a gap in understanding how GenAI is transforming the marketing industry as a whole.

Therefore, this study aims to analyze the impact of Generative AI in the marketing industry by focusing on three key dimensions: content transformation, consumer engagement, and firm performance. By integrating insights from existing literature and industry practices, this research seeks to provide a holistic understanding of how GenAI is reshaping marketing strategies and outcomes in the modern business environment.

2. OBJECTIVES :

The primary objective of this study is to analyze the impact of Generative Artificial Intelligence (GenAI) on the marketing industry, with a particular focus on its role in transforming content creation, enhancing consumer engagement, and influencing firm performance. In order to achieve this, the study is guided by the following specific objectives:

- (1) To examine how Generative AI is transforming content creation processes in the marketing industry, including automation, scalability, and personalization of marketing content.
- (2) To analyze the role of Generative AI in reshaping consumer engagement strategies through real-time interaction, customized communication, and enhanced customer experience.
- (3) To evaluate the impact of Generative AI adoption on firm performance, particularly in terms of operational efficiency, marketing effectiveness, and competitive advantage.
- (4) To identify the key challenges and risks associated with the use of Generative AI in marketing, including ethical concerns, data privacy issues, and potential biases.

- (5) To explore the strategic implications of integrating Generative AI within the Marketing Technology (MarTech) ecosystem for long-term business sustainability.
- (6) To provide insights and recommendations for marketers and organizations on effectively leveraging Generative AI for improved marketing outcomes.

These objectives collectively aim to provide a comprehensive understanding of how Generative AI is transforming the marketing industry and its implications for firms and consumers.

3. REVIEW OF LITERATURE :

A literature review is essential in an industry analysis study as it establishes a strong theoretical foundation by synthesizing existing research, models, and findings related to industry structure and market dynamics. It helps in identifying research gaps, justifying the selection of analytical frameworks, and ensuring that the study is grounded in established scholarly work. Consequently, it enhances the credibility, rigor, and overall relevance of the research.

3.1 Generative AI in Marketing:

The literature on Generative AI in marketing highlights its growing role in transforming how firms create content, engage with consumers, and enhance overall marketing effectiveness. Existing studies show that Generative AI enables automated and scalable content creation while improving personalization and customer interaction within the Marketing Technology (MarTech) ecosystem. Researchers also emphasize its impact on consumer engagement through real-time, tailored experiences, along with its potential to improve firm performance by increasing efficiency and targeting accuracy. At the same time, the literature identifies challenges such as ethical concerns, data privacy risks, and the need for responsible AI adoption, indicating that Generative AI is both a transformative and complex innovation in modern marketing (Table 1).

Table 1: Review of some published articles based on keyword: Generative AI in Marketing

S. No.	Topic	Focus / Outcome	Reference
1	Generative AI in Marketing Overview	Examines broad applications of GenAI in marketing, highlighting its role in automation, personalization, customer engagement, key challenges, and future research directions in the marketing ecosystem	Kshetri et al. (2024). [10]
2	Generative AI in Marketing Education	Analyses how GenAI is reshaping marketing education by improving learning methods, enhancing creativity, and redefining skill requirements for future marketing professionals	Guha et al. (2024). [11]
3	Generative AI for Visual Marketing Content	Investigates the capability of GenAI to produce high-quality visual marketing content, including advertisements and branding materials, and evaluates its effectiveness compared to human-generated content	Hartmann et al. (2025). [12]
4	Public Policy Implications of GenAI	Explores the benefits and risks of GenAI in marketing, focusing on regulatory challenges, consumer protection issues, and the need for policy frameworks to manage its responsible use	Kumar et al. (2025). [13]
5	Ethical Design and Deployment	Focuses on ethical challenges in deploying GenAI in marketing, including transparency, bias, accountability, and guidelines for responsible AI integration in business practices	Hermann & Puntoni (2025). [14]
6	Industry Applications (McKinsey Insights)	Provides real-world insights into how firms use GenAI to improve marketing and sales performance, increase efficiency, and enhance customer targeting strategies	Deveau et al. (2023). [15]

7	Foundations and Future Trends	Identifies theoretical foundations of GenAI in marketing and outlines emerging trends, opportunities, and future research areas in AI-driven marketing systems	Prasanna & Kushwaha (2025). [16]
8	Content Creation Transformation	Examines how GenAI is redefining marketing content creation processes, enabling automation, scalability, and improved speed while maintaining personalization	Heitmann (2024). [17]
9	Innovation and Marketing Processes	Studies the role of GenAI in transforming marketing and innovation processes, improving decision-making, creativity, and integration of AI in business workflows	Cillo & Rubera (2025). [18]
10	Adoption Drivers and Barriers	Identifies key factors influencing adoption of GenAI in digital marketing, including technological readiness, organizational support, cost, and resistance to change	Soni (2023). [19]

3.2 Marketing Technology (MarTech):

The literature on Marketing Technology (MarTech) highlights its critical role in transforming modern marketing practices through the integration of digital tools, data analytics, and automation systems. Existing studies emphasize that MarTech enables organizations to streamline marketing processes, improve customer targeting, and enhance decision-making through data-driven insights. It also supports personalized communication and efficient campaign management across multiple digital channels, thereby improving overall marketing effectiveness. However, the literature further indicates that the increasing complexity of MarTech systems requires firms to continuously adapt to technological advancements while addressing challenges related to integration, data management, and organizational capability (Table 2).

Table 2: Review of some published articles based on keyword: Marketing Technology (MarTech)

S. No.	Topic	Focus / Outcome	Reference
1	Concept of Marketing Technology (MarTech)	Defines MarTech as a key dimension of online marketing and explains its role in integrating digital tools to improve marketing efficiency and effectiveness	Baltes (2017). [20]
2	MarTech for Business Growth	Examines how MarTech, combined with AI and data-driven technologies, enhances business growth, operational efficiency, and competitive advantage	Ramya et al. (2025). [21]
3	Integrated MarTech Systems	Discusses the integration of MarTech tools for transformational marketing, enabling automation, personalization, and strategic decision-making in organizations	Akçay (2026). [22]
4	MarTech in Customer Relationship Management	Focuses on the role of MarTech in improving customer relationship management through better data utilization and customer interaction systems	Dilogini (2025). [23]
5	MarTech Adoption in Emerging Markets	Analyses factors influencing MarTech adoption, highlighting network structures, organizational readiness, and environmental influences in emerging economies	Anning-Dorson (2026). [24]
6	MarTech Ecosystem Development	Explores the MarTech ecosystem as a driver of innovation and enterprise development in the context of global digital transformation	Nianko & Andrushkevych (2026). [25]

7	MarTech and Marketing Strategy	Investigates how MarTech influences marketing strategy formulation, execution, and performance improvement in organizations	Chiang (2024). [26]
8	MarTech and Employee Outcomes	Examines the impact of MarTech on workplace satisfaction, particularly among sales employees, through improved efficiency and system support	Chen & Fan (2026). [27]
9	MarTech Adoption Factors	Identifies key antecedents of MarTech adoption including technological readiness, organizational culture, and managerial support	Vegheş et al. (2023). [28]
10	MarTech in CRM Theory-Practice Gap	Explores the gap between theoretical understanding and practical implementation of MarTech in customer relationship management systems	Sangarathas (2025). [29]

3.3 Consumer Engagement:

The literature on consumer engagement highlights its importance as a key outcome of modern marketing strategies, focusing on how firms build meaningful interactions and long-term relationships with customers. Existing studies show that consumer engagement is driven by personalized communication, digital interactions, and consistent brand experiences across multiple touchpoints. With the rise of advanced technologies such as AI and digital platforms, engagement has become more dynamic, real-time, and experience-oriented. However, the literature also emphasizes challenges such as information overload, privacy concerns, and declining consumer trust in automated systems. Overall, consumer engagement is recognized as a critical factor in determining marketing effectiveness and firm success in the digital era (Table 3).

Table 3: Review of some published articles based on keyword: Consumer Engagement

S. No.	Topic	Focus / Outcome	Reference
1	Social Media and Consumer Engagement	Reviews the role of social media in enhancing consumer engagement and proposes a future research agenda for interactive marketing	Barger et al. (2016). [30]
2	Measurement of Consumer Engagement	Develops a conceptual scale to measure consumer engagement as a multidimensional construct	Vivek (2009). [31]
3	Systematic Review of Consumer Engagement	Synthesizes existing research on consumer engagement and identifies key themes and future research directions	Bilro & Loureiro (2020). [32]
4	Engagement in Virtual Brand Communities	Explores how consumers engage with brands in online communities and identifies behavioral and emotional engagement patterns	Brodie et al. (2013). [33]
5	Storytelling and Consumer Engagement	Investigates how brand storytelling influences emotional connection and strengthens consumer engagement	Dessart & Pitardi (2019). [34]
6	Dimensions and Measurement of Engagement	Examines the multidimensional nature of consumer engagement and proposes measurement frameworks	Dessart et al. (2016). [35]
7	Social Media Brand Community Engagement	Reviews literature on how consumers engage with brands on social media platforms and identifies key drivers of engagement	Santos et al. (2022). [36]
8	Experiential Consumer Engagement	Develops a model explaining how consumer experiences in social media influence engagement behavior	Tafesse (2016). [37]

9	Mobile Application-Based Engagement	Analyses how mobile applications enhance consumer engagement through accessibility, interactivity, and convenience	Tarute et al. (2017). [38]
10	Consumer Engagement in Research Contexts	Introduces frameworks for integrating consumer engagement into health and research systems to improve participation and outcomes	Miller et al. (2017). [39]

3.4 Summary of Review:

The literature on Generative AI in the marketing industry indicates that it is significantly transforming content creation, consumer engagement, and firm performance. Studies show that Generative AI enables automated and scalable content production, personalized communication, and real-time marketing interactions, thereby improving marketing efficiency and creativity. It also enhances consumer engagement by delivering more interactive, tailored, and experience-driven communication across digital platforms. From a firm performance perspective, research highlights improvements in cost efficiency, productivity, and marketing effectiveness, leading to stronger competitive advantage. However, the literature also emphasizes key challenges such as ethical concerns, data privacy risks, and the need for responsible AI governance. Overall, existing studies suggest that Generative AI is a powerful disruptive force reshaping the marketing industry while requiring careful and ethical implementation for sustainable impact.

4. RESEARCH AGENDAS & ISSUES OF GENERATIVE AI IN THE MARKETING INDUSTRY :

Based on the given research objectives, the following research agendas align with the exploratory research methodology to examine the adoption and impact of Generative Artificial Intelligence (GenAI) in the marketing industry, particularly in content transformation, consumer engagement, and firm performance.

(1) Evolution of Generative AI in Marketing and Industry Transformation:

- **Agenda 1:** Historical Evolution of AI in Marketing – Tracing the transition from traditional marketing practices to AI-driven and Generative AI-enabled marketing systems, highlighting key technological milestones.
- **Agenda 2:** Development of Generative AI in Marketing Ecosystem – Examining how GenAI has evolved within the Marketing Technology (MarTech) ecosystem and reshaped digital marketing practices.
- **Agenda 3:** Industry-Level Transformation through GenAI – Evaluating how different sectors of the marketing industry (advertising, e-commerce, social media marketing) are being transformed by GenAI adoption.

(2) Generative AI and Content Transformation in Marketing:

- **Agenda 4:** AI-Driven Content Creation Processes – Analyzing how Generative AI enables automated, scalable, and cost-efficient marketing content production.
- **Agenda 5:** Personalization and Content Optimization – Exploring how GenAI improves personalized marketing content based on consumer behaviour and preferences.
- **Agenda 6:** Quality and Creativity of AI-Generated Content – Assessing the effectiveness, originality, and brand consistency of AI-generated marketing materials compared to human-created content.

(3) Consumer Engagement in the Era of Generative AI:

- **Agenda 7:** Real-Time Consumer Interaction through GenAI – Investigating how AI-powered chatbots and conversational systems enhance real-time engagement.
- **Agenda 8:** Customer Experience and Personalization – Examining the impact of GenAI on delivering personalized and seamless customer experiences across digital platforms.
- **Agenda 9:** Consumer Trust and Acceptance of AI Marketing – Studying consumer perceptions, trust levels, and behavioural responses toward AI-generated marketing communication.

(4) Firm Performance and Competitive Advantage:

- **Agenda 10:** Impact of GenAI on Marketing Performance Metrics – Evaluating effects on ROI, conversion rates, customer acquisition cost, and campaign effectiveness.
 - **Agenda 11:** Operational Efficiency and Cost Reduction – Analyzing how GenAI improves productivity and reduces marketing operational costs.
 - **Agenda 12:** Competitive Advantage through AI Adoption – Exploring how early adopters of GenAI gain strategic and competitive advantages in the marketplace.
- (5) Challenges, Ethics, and Risk Factors in GenAI Marketing:**
- **Agenda 13:** Ethical Issues in AI-Generated Marketing – Examining concerns related to transparency, manipulation, and responsible use of AI-generated content.
 - **Agenda 14:** Data Privacy and Security Risks – Investigating challenges related to consumer data usage, protection, and regulatory compliance.
 - **Agenda 15:** Algorithmic Bias and Content Authenticity Issues – Studying risks of biased outputs and misinformation in AI-generated marketing content.
- (6) Strategic Integration of Generative AI in MarTech Ecosystem:**
- **Agenda 16:** Integration of GenAI with MarTech Systems – Exploring how Generative AI integrates with CRM, analytics, and marketing automation platforms.
 - **Agenda 17:** Organizational Readiness for GenAI Adoption – Assessing technological, managerial, and employee readiness for AI-driven transformation.
 - **Agenda 18:** Digital Transformation Strategy Using GenAI – Studying how organizations redesign marketing strategies using Generative AI capabilities.
- (7) Policy, Sustainability, and Future Research Directions:**
- **Agenda 19:** Regulatory Framework for AI in Marketing – Examining the need for global and national policies to regulate AI-generated marketing content.
 - **Agenda 20:** Sustainability of AI-Driven Marketing Models – Evaluating long-term sustainability and environmental implications of AI-based marketing systems.
 - **Agenda 21:** Future of Human-AI Collaboration in Marketing – Exploring evolving roles of marketers in an AI-driven ecosystem.
 - **Agenda 22:** Future Research Opportunities in GenAI Marketing – Identifying gaps such as cross-industry comparisons, consumer psychology, and AI creativity limits.

Research Agendas for a Comprehensive Analysis of Generative AI in the Marketing Industry:

These 22 research agendas provide a structured framework to comprehensively analyze the impact of Generative AI in the marketing industry. By focusing on content transformation, consumer engagement, firm performance, ethical challenges, and strategic integration, this study offers a holistic understanding of how GenAI is reshaping modern marketing systems and creating new research opportunities for future exploration.

5. RESEARCH METHODOLOGY :

This study follows an exploratory research design to analyze the impact of Generative Artificial Intelligence (GenAI) on the marketing industry, focusing on content transformation, consumer engagement, and firm performance. The research is based on secondary data sources such as peer-reviewed journal articles, industry reports, and academic publications to develop conceptual insights. A qualitative and descriptive approach is used to synthesize existing literature and identify key patterns in AI-driven marketing. The study also adopts a conceptual analysis approach commonly used in exploratory research to interpret and organize existing knowledge and emerging industry trends [40-55]).

6. GENERATIVE AI IN MARKETING INDUSTRY: MARKET TRENDS AND INDUSTRY DEMAND :

6.1 Evolution from Traditional to Digital Marketing:

The evolution from traditional to digital marketing represents a significant transformation in how organizations communicate with and engage consumers. Traditional marketing methods, such as print media, television, and radio, were largely one-way communication channels with limited scope for interaction and personalization. With the advancement of internet technologies and digital platforms, marketing has shifted toward more interactive, data-driven, and customer-centric approaches. Digital marketing enables real-time communication, targeted advertising, and measurable outcomes, allowing

firms to better understand consumer behaviour and preferences. This transition has also facilitated the integration of advanced technologies, paving the way for more personalized and efficient marketing strategies. Overall, the evolution reflects a move from mass communication to dynamic, technology-enabled engagement models (Zambrano et al. (2022). [56 41]; Morozan et al. (2009). [57 42]).

6.2 Emergence of Data-Driven and AI-Based Marketing:

The emergence of data-driven and AI-based marketing has transformed how organizations design and implement marketing strategies. Instead of relying on intuition, firms now use data and intelligent systems to make accurate and timely decisions.

- **Use of Big Data and Customer Insights:** Organizations collect large volumes of data from websites, social media, and digital transactions. This data helps in understanding customer behavior, preferences, and buying patterns, enabling more precise market segmentation and targeting.
- **AI for Predictive Analytics and Automation:** Artificial Intelligence allows marketers to predict customer needs and future trends using machine learning models. It also supports automation in areas such as email marketing, ad placement, and customer service through chatbots, improving efficiency and reducing manual effort.
- **Personalization and Real-Time Decision Making:** AI-driven systems enable personalized recommendations and real-time marketing actions based on user behavior. This enhances customer experience and increases engagement by delivering relevant content at the right time.

Overall, data-driven and AI-based marketing have made marketing more efficient, accurate, and customer-centric.

6.3 Development of Marketing Automation Tools:

The development of marketing automation tools has significantly enhanced the efficiency and scalability of marketing activities in the digital era. These tools enable organizations to automate repetitive tasks such as email marketing, social media posting, lead generation, and customer relationship management, thereby reducing manual effort and improving operational productivity.

- **Automation of Marketing Processes:** Tools like CRM systems and email automation platforms help manage customer data, schedule campaigns, and track interactions, allowing marketers to focus on strategic activities rather than routine tasks.
- **Improved Lead Management and Nurturing:** Marketing automation supports systematic lead tracking, scoring, and nurturing, ensuring that potential customers receive timely and relevant communication throughout the customer journey.
- **Enhanced Campaign Performance and Analytics:** Automation tools provide real-time data and performance metrics, enabling marketers to monitor campaign effectiveness, optimize strategies, and make data-driven decisions.

Overall, the development of marketing automation tools has laid the foundation for advanced technologies like Generative AI by enabling scalable, data-driven, and efficient marketing operations.

6.4 Rise of Generative AI in Marketing:

The rise of Generative Artificial Intelligence (GenAI) marks a major shift in the marketing industry from data analysis to content creation and intelligent automation. Unlike traditional AI systems that focus on prediction and analytics, GenAI enables the generation of original content such as text, images, videos, and advertisements, thereby transforming how marketing campaigns are designed and executed.

- **AI-Driven Content Creation:** Generative AI tools allow marketers to automatically create blogs, social media posts, ad copies, and visual content at scale, significantly reducing time and cost while maintaining creativity and consistency.
- **Hyper-Personalization of Marketing Communication:** GenAI enables highly personalized content tailored to individual customer preferences, behavior, and demographics, enhancing relevance and improving customer engagement.
- **Real-Time and Scalable Marketing Solutions:** With the ability to generate and adapt content instantly, GenAI supports real-time marketing strategies and large-scale campaign execution across multiple digital platforms.

Overall, the rise of Generative AI is redefining marketing by combining creativity with automation, enabling organizations to deliver faster, more personalized, and highly engaging marketing experiences.

6.5 Current Industry Demand and Future Growth Trends:

The current industry demand for Generative Artificial Intelligence (GenAI) in marketing is rapidly increasing, driven by the need for personalized, scalable, and data-driven marketing solutions. Organizations across industries are adopting GenAI to enhance content creation, improve customer engagement, and optimize marketing performance. The global generative AI in marketing market is experiencing significant growth, with projections indicating a high annual growth rate, reflecting strong industry expansion. This growth is largely fueled by the rising demand for real-time customer interaction, automated content generation, and hyper-personalized marketing strategies.

- **Rising Adoption of AI-Driven Marketing Tools:** A large number of organizations are increasingly integrating GenAI into marketing functions such as content creation, customer service, and campaign optimization, indicating strong industry demand and widespread acceptance.
- **Shift Towards Personalization and Customer-Centric Marketing:** Businesses are focusing on delivering highly personalized experiences using AI, which enhances customer satisfaction, engagement, and brand loyalty across digital platforms.
- **Future Growth and Competitive Advantage:** Firms adopting AI in marketing are experiencing improved efficiency, higher returns on investment, and stronger competitive positioning, creating a gap between early adopters and others.

Overall, the increasing adoption and continuous technological advancements indicate that Generative AI will play a crucial role in shaping the future of marketing, driving innovation, efficiency, and long-term business growth.

7. TECHNOLOGICAL TRANSFORMATION THROUGH GENERATIVE AI IN MARKETING :

7.1 Transformation of Content Creation:

Generative Artificial Intelligence (GenAI) is significantly transforming content creation in the marketing industry by shifting the process from manual production to AI-assisted generation. Traditionally, content creation required substantial time, effort, and human creativity; however, with the emergence of AI technologies, marketers can now generate text, images, videos, and advertisements quickly and efficiently. This transformation enables greater automation, scalability, and consistency in content production while still supporting creative outputs. Additionally, the evolution of digital platforms has encouraged a transition from passive content consumption to active and dynamic content creation, where users and organizations continuously generate and refine content to meet audience needs. The integration of AI into this process further enhances the ability to curate, customize, and optimize content strategies, making marketing communication more effective and responsive (Kilgour et al. (2015). [58]; Haile (2023). [59]).

7.2 AI-Driven Consumer Engagement:

Generative Artificial Intelligence (GenAI) is playing a crucial role in enhancing consumer engagement by enabling more interactive, personalized, and real-time communication between brands and customers. The use of AI-powered chatbots and virtual assistants allows organizations to provide instant responses and continuous customer support, improving overall customer experience. Additionally, AI-driven personalization enables marketers to tailor content, recommendations, and communication based on individual consumer preferences and behaviour. This leads to higher engagement levels, stronger brand relationships, and improved customer satisfaction. Furthermore, the ability of AI to deliver hyper-personalized experiences in real time has significantly transformed how consumers interact with brands, making marketing more responsive and customer-centric (Ahmed et al. (2025). [60]).

7.3 Impact on Marketing Operations and Performance:

Generative Artificial Intelligence (GenAI) is significantly improving marketing operations and overall firm performance by enabling automation, efficiency, and data-driven decision-making. AI-powered tools allow organizations to automate marketing campaigns and workflows, reducing manual effort and

ensuring faster execution of marketing activities. This automation leads to cost reduction and improved operational efficiency, allowing firms to allocate resources more effectively. Additionally, GenAI enhances targeting accuracy by analyzing large volumes of customer data, resulting in more effective campaigns and higher return on investment (ROI). The integration of AI in marketing operations also supports better strategic decision-making through real-time insights and predictive analytics, ultimately contributing to improved firm performance and competitive advantage (Krasnikov & Jayachandran (2008). [61]).

7.4 Integration with MarTech and Strategic Implications:

The integration of Generative Artificial Intelligence (GenAI) within the Marketing Technology (MarTech) ecosystem has significantly enhanced the strategic capabilities of modern marketing organizations. By integrating GenAI with systems such as Customer Relationship Management (CRM), analytics platforms, and marketing automation tools, firms are able to streamline data management, improve customer insights, and execute more effective marketing campaigns. This integration plays a crucial role in broader digital transformation strategies, enabling organizations to adopt data-driven and technology-enabled approaches to marketing. Furthermore, the use of GenAI within MarTech systems provides firms with a competitive advantage by enhancing innovation, agility, and responsiveness to market changes. It also prepares organizations for future challenges by improving their ability to adapt to evolving customer expectations and technological advancements (Chiang (2024). [62]).

Overall, Generative Artificial Intelligence (GenAI) is driving a comprehensive technological transformation in the marketing industry by reshaping content creation, consumer engagement, operational efficiency, and strategic decision-making. It enables automated and scalable content generation, enhances customer interactions through real-time and personalized communication, and improves marketing performance by optimizing workflows and reducing costs. Furthermore, the integration of GenAI within the Marketing Technology (MarTech) ecosystem supports data-driven strategies and strengthens competitive advantage. Overall, GenAI is not only improving current marketing practices but also preparing organizations for future growth by enabling innovation, agility, and sustainable business performance.

8. SWOC ANALYSIS OF GENERATIVE AI IN THE MARKETING INDUSTRY :

The SWOC analysis provides a structured framework to evaluate the strengths, weaknesses, opportunities, and challenges associated with the adoption of Generative Artificial Intelligence (GenAI) in the marketing industry. It helps in understanding how GenAI enhances marketing efficiency, personalization, and innovation while also highlighting limitations such as implementation complexity, ethical concerns, and data privacy issues. Additionally, the analysis identifies emerging opportunities for growth and competitive advantage, along with potential risks and challenges that organizations must address for effective and responsible use of AI in marketing [63-66].

Strengths and Weaknesses:

Generative Artificial Intelligence (GenAI) offers significant strengths in the marketing industry by enabling automated content creation, enhancing personalization, and improving operational efficiency, which leads to better customer engagement and higher marketing effectiveness. It allows firms to scale campaigns quickly, reduce costs, and make data-driven decisions. However, despite these advantages, GenAI also presents certain weaknesses, including high implementation costs, dependence on quality data, and potential issues related to content accuracy and brand consistency. Additionally, concerns regarding ethical use, data privacy, and lack of human creativity in some contexts highlight the limitations that organizations must address for effective adoption.

8.1 Strengths of Generative AI in the Marketing Industry:

Table 4: Strengths of Generative AI in the Marketing Industry

S. No.	Strengths	Description
1	Automated Content Creation	Enables quick generation of marketing content such as text, images, and ads, reducing manual effort.

2	Scalability	Allows marketers to produce large volumes of content and campaigns efficiently across multiple platforms.
3	Personalization	Delivers highly customized content based on consumer behaviour, preferences, and data insights.
4	Cost Efficiency	Reduces operational and labour costs by automating repetitive marketing tasks.
5	Real-Time Marketing	Supports instant content generation and real-time interaction with customers.
6	Improved Customer Engagement	Enhances interaction through personalized and relevant communication strategies.
7	Data-Driven Decision Making	Uses analytics and insights to improve targeting and campaign effectiveness.
8	Increased Productivity	Speeds up marketing processes, allowing teams to focus on strategic activities.
9	Competitive Advantage	Helps firms stay ahead by adopting advanced AI-driven marketing strategies.
10	Innovation and Creativity Support	Assists in generating new ideas and creative marketing concepts efficiently.

8.2 Weaknesses of Generative AI in the Marketing Industry:

Table 5: Weaknesses of Generative AI in the Marketing Industry

S. No.	Weaknesses	Description
1	High Implementation Cost	Requires significant investment in AI tools, infrastructure, and skilled personnel.
2	Dependence on Data Quality	Effectiveness depends on the accuracy and quality of input data used for training models.
3	Lack of Human Creativity	May lack emotional depth and originality compared to human-created content.
4	Risk of Inaccurate Content	AI-generated outputs can sometimes be misleading, biased, or factually incorrect.
5	Ethical Concerns	Issues related to transparency, manipulation, and misuse of AI-generated content.
6	Data Privacy Issues	Involves collection and use of consumer data, raising privacy and security concerns.
7	Integration Challenges	Difficulty in integrating GenAI with existing marketing systems and workflows.
8	Skill Gap	Requires specialized knowledge and technical expertise for effective implementation.
9	Over-Reliance on Automation	Excessive dependence on AI may reduce human control and strategic thinking.
10	Brand Consistency Risks	AI-generated content may not always align perfectly with brand voice and identity.

Opportunities and Challenges:

Generative Artificial Intelligence (GenAI) presents significant opportunities for the marketing industry by enabling advanced personalization, improved customer engagement, and innovation in content creation and campaign strategies. It allows firms to explore new business models, enhance competitive advantage, and expand their reach through data-driven and scalable marketing solutions. However, alongside these opportunities, GenAI also brings challenges such as ethical concerns, data privacy issues, potential biases in AI-generated content, and the need for regulatory compliance. Organizations must also address technological integration and skill gaps to fully leverage its benefits. Therefore, while GenAI offers strong growth potential, its successful adoption requires careful management of associated risks and challenges.

8.3 Opportunities of Generative AI in the Marketing Industry:

Table 6: Opportunities of Generative AI in the Marketing Industry

S. No.	Opportunities	Description
1	Advanced Personalization	Enables highly customized marketing content and recommendations based on individual consumer data.
2	Expansion of Digital Marketing Channels	Supports growth across social media, e-commerce, and emerging digital platforms.
3	Innovation in Content Creation	Opens new possibilities for creative and interactive marketing content.
4	Improved Customer Experience	Enhances user experience through real-time and relevant interactions.
5	Global Market Reach	Allows firms to scale campaigns and reach international audiences efficiently.
6	Data-Driven Strategy Development	Helps in designing effective marketing strategies using predictive analytics.
7	Integration with Emerging Technologies	Combines with technologies like AR/VR, IoT, and automation tools for advanced marketing solutions.
8	Competitive Differentiation	Enables firms to stand out through innovative and AI-driven marketing practices.
9	New Business Models	Facilitates development of AI-based services, platforms, and marketing solutions.
10	Continuous Learning and Improvement	AI systems improve over time, enhancing accuracy and effectiveness of marketing efforts.

8.4 Challenges of Generative AI in the Marketing Industry:

Table 7: Challenges of Generative AI in the Marketing Industry

S. No.	Challenges	Description
1	Ethical and Transparency Issues	Difficulty in ensuring ethical use and clear disclosure of AI-generated content.
2	Data Privacy and Security Risks	Handling large volumes of consumer data raises privacy concerns and regulatory compliance issues.
3	Algorithmic Bias	AI models may produce biased or unfair outputs based on training data.
4	Regulatory Uncertainty	Lack of clear and consistent global regulations for AI use in marketing.
5	High Initial Investment	Significant cost involved in adopting and maintaining advanced AI systems.
6	Integration with Legacy Systems	Challenges in aligning GenAI tools with existing marketing infrastructure.
7	Skill and Talent Shortage	Need for skilled professionals to manage and implement AI technologies.
8	Overdependence on Technology	Excess reliance on AI may reduce human judgment and creativity.
9	Content Authenticity Issues	Difficulty in maintaining originality and avoiding misinformation in AI-generated content.
10	Rapid Technological Changes	Continuous evolution of AI requires frequent updates and adaptation by organizations.

9. ANALYSIS OF GENERATIVE AI IN THE MARKETING INDUSTRY :

9.1 Integrated Impact of Generative AI on Marketing Performance:

Generative Artificial Intelligence (GenAI) is significantly transforming the marketing industry by improving content creation, enhancing consumer engagement, and increasing firm performance.

Through automation, personalization, and data-driven strategies, GenAI enables organizations to improve marketing efficiency, customer experience, and competitive advantage.

(i) Impact on Content Transformation:

- **Automated Content Generation:** Generative AI enables automatic creation of marketing materials such as blogs, advertisements, social media posts, and emails, reducing manual effort and saving time.
- **Faster Campaign Development:** AI tools help marketers create and launch campaigns quickly, improving responsiveness to market trends and customer demands.
- **Personalized Marketing Content:** GenAI analyzes customer preferences and behavior to generate customized content tailored to specific audiences.
- **AI-Generated Visual and Video Content:** AI technologies support the creation of images, graphics, and videos that enhance creativity and engagement in marketing communication.
- **Improved Scalability and Consistency:** Organizations can produce large volumes of consistent content across multiple platforms while maintaining brand identity and messaging.

(ii) Impact on Consumer Engagement:

- **Real-Time Customer Interaction:** AI systems provide instant communication and support, improving responsiveness and customer satisfaction.
- **AI-Powered Chatbots and Virtual Assistants:** Chatbots and virtual assistants help organizations manage customer queries efficiently and continuously.
- **Hyper-Personalized Communication:** Generative AI enables highly targeted communication based on customer interests, demographics, and online behavior.
- **Enhanced Customer Experience:** Personalized recommendations and interactive engagement improve overall customer experience and brand connection.
- **Increased Customer Satisfaction and Loyalty:** Effective AI-driven engagement strategies strengthen customer trust, loyalty, and long-term relationships.

(iii) Impact on Firm Performance:

- **Improved Operational Efficiency:** Automation of marketing tasks reduces workload and increases productivity within organizations.
- **Reduction in Marketing Costs:** AI-driven processes minimize manual labor and operational expenses, improving cost efficiency.
- **Better Targeting and Decision-Making:** Data-driven insights help firms make accurate strategic decisions and improve customer targeting.
- **Higher Return on Investment (ROI):** Personalized and optimized marketing campaigns increase conversion rates and improve marketing returns.
- **Stronger Competitive Advantage and Innovation:** Adoption of Generative AI helps firms stay competitive by enabling innovation and faster adaptation to market changes.

9.2 ABCD ANALYSIS FROM STAKEHOLDERS POINT OF VIEW :

The ABCD framework helps examine the impact of Generative AI in the Marketing Industry by exploring different stakeholder perspectives related to content transformation, consumer engagement, and firm performance. The ABCD framework is a simple analytical tool used to evaluate industry demand by examining advantages, benefits, constraints, and disadvantages from different stakeholder perspectives [67-75].

(i) Advantages of Generative AI in the Marketing Industry as Viewed by Different Stakeholders:

Generative Artificial Intelligence (GenAI) offers several advantages to businesses, marketers, and consumers by improving marketing efficiency, personalization, and content creation. It enables faster campaign execution, better customer engagement, and data-driven decision-making. Additionally, GenAI supports innovation, operational productivity, and competitive advantage in the evolving digital marketing environment (Table 8).

Table 8: Advantages of Generative AI in the Marketing Industry as Viewed by Different Stakeholders

S. No.	Key Advantages	Description
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1	Automated Content Creation (Businesses/Marketers)	(i) Enables rapid generation of marketing content such as ads, blogs, and social media posts. (ii) Reduces manual effort and improves productivity in marketing operations.
2	Personalized Customer Experience (Consumers/Businesses)	(i) Allows delivery of customized recommendations and targeted communication. (ii) Enhances customer satisfaction and engagement through personalized interactions.
3	Cost Efficiency (Businesses/Organizations)	(i) Reduces marketing and operational costs through automation. (ii) Minimizes dependence on repetitive manual tasks and external creative resources.
4	Real-Time Consumer Interaction (Consumers/Businesses)	(i) AI-powered chatbots and virtual assistants provide instant customer support. (ii) Improves responsiveness and customer experience across digital platforms.
5	Data-Driven Decision Making (Businesses/Marketers)	(i) Helps organizations analyze customer behavior and market trends effectively. (ii) Supports strategic marketing decisions and campaign optimization.
6	Improved Marketing Efficiency (Businesses/Marketers)	(i) Speeds up campaign planning, execution, and monitoring processes. (ii) Enhances workflow management and operational productivity.
7	Enhanced Consumer Engagement (Consumers/Businesses)	(i) Interactive and AI-generated content increases customer participation and attention. (ii) Strengthens customer relationships and brand loyalty.
8	Scalability and Flexibility (Businesses/Organizations)	(i) Enables organizations to manage large-scale marketing campaigns efficiently. (ii) Supports adaptation to changing customer demands and market trends.
9	Competitive Advantage (Businesses/Organizations)	(i) Firms using GenAI gain innovation-driven advantages in the market. (ii) Improves brand positioning and responsiveness to competitors.
10	Innovation and Future Readiness (Businesses/Society)	(i) Encourages adoption of advanced digital marketing practices and technologies. (ii) Prepares organizations for future technological advancements and evolving consumer expectations.

(ii) Benefits of Generative AI in the Marketing Industry as Viewed by Different Stakeholders:

Generative Artificial Intelligence (GenAI) benefits businesses, marketers, and consumers by improving marketing efficiency, personalization, and customer engagement. It also supports automation, better decision-making, and competitive advantage in the digital marketing environment (Table 9).

Table 9: Benefits of Generative AI in the Marketing Industry as Viewed by Different Stakeholders

S. No.	Key Benefits	Description
1	Improved Customer Insights (Businesses/Marketers)	(i) AI analyzes customer behavior and preferences effectively. (ii) Helps firms understand market trends and consumer needs.
2	Higher Customer Retention (Businesses/Consumers)	(i) Personalized experiences increase customer satisfaction and loyalty.

		(ii) Encourages long-term customer relationships with brands.
3	Enhanced Creativity Support (Marketers/Businesses)	(i) AI assists in generating innovative marketing ideas and designs. (ii) Supports creative experimentation in campaigns and branding.
4	Better Resource Utilization (Businesses)	(i) Enables efficient allocation of time, budget, and workforce. (ii) Improves productivity by minimizing repetitive tasks.
5	Consistent Brand Communication (Businesses/Consumers)	(i) Maintains uniform messaging across multiple digital platforms. (ii) Strengthens brand identity and customer trust.
6	Faster Consumer Response Analysis (Businesses/Marketers)	(i) AI quickly evaluates customer feedback and engagement patterns. (ii) Supports timely improvements in marketing strategies.
7	Enhanced Accessibility (Consumers)	(i) AI-driven tools improve accessibility through multilingual and interactive communication. (ii) Makes marketing content more user-friendly and inclusive.
8	Support for Small Businesses (Small Enterprises)	(i) Affordable AI tools help smaller firms compete in digital markets. (ii) Reduces barriers to advanced marketing technologies.
9	Improved Market Adaptability (Businesses)	(i) Helps organizations quickly adapt to changing consumer trends. (ii) Supports flexible and dynamic marketing strategies.
10	Long-Term Digital Growth (Businesses/Industry)	(i) Encourages continuous digital transformation and innovation. (ii) Strengthens future readiness and sustainable business development.

(iii) Constraints of Generative AI in the Marketing Industry as Viewed by Different Stakeholders:

Generative Artificial Intelligence (GenAI) also creates several constraints for businesses, marketers, and consumers in the marketing industry. Challenges such as high implementation costs, data privacy concerns, lack of technical expertise, and integration difficulties can limit effective adoption. Additionally, issues related to ethical use, content accuracy, and dependence on AI systems may affect trust and operational efficiency (Table 10).

Table 10: Constraints of Generative AI in the Marketing Industry as Viewed by Different Stakeholders:

S. No.	Key Constraints	Description
1	High Implementation Cost (Businesses)	(i) Adoption of AI technologies requires significant financial investment. (ii) Costs related to software, infrastructure, and skilled professionals can be high.
2	Lack of Technical Expertise (Businesses/Employees)	(i) Organizations may face shortages of AI-skilled professionals. (ii) Employees may require training to effectively use AI tools.
3	Data Privacy Concerns (Consumers/Businesses)	(i) Collection and use of customer data raise privacy and security issues. (ii) Risk of misuse or unauthorized access to sensitive information.
4	Integration Difficulties (Businesses)	(i) Challenges in integrating GenAI with existing marketing systems and workflows. (ii) Legacy systems may limit smooth AI adoption.

5	Dependence on Data Quality (Businesses/Marketers)	(i) AI performance depends heavily on accurate and relevant data. (ii) Poor-quality data can lead to ineffective marketing outcomes.
6	Ethical and Transparency Issues (Consumers/Society)	(i) Lack of transparency in AI-generated decisions may reduce trust. (ii) Ethical concerns may arise regarding manipulation and misinformation.
7	Risk of Inaccurate Content (Businesses/Consumers)	(i) AI-generated content may sometimes contain errors or misleading information. (ii) Incorrect outputs can negatively affect brand reputation.
8	Overdependence on Automation (Businesses/Employees)	(i) Excessive reliance on AI may reduce human creativity and judgment. (ii) Human oversight may decrease in marketing decision-making.
9	Regulatory and Compliance Issues (Businesses)	(i) Organizations must comply with evolving AI and data protection regulations. (ii) Legal uncertainties may create operational challenges.
10	Resistance to Technological Change (Employees/Organizations)	(i) Employees and organizations may resist adopting AI-driven systems. (ii) Fear of job displacement and uncertainty may slow implementation.

(iv) Disadvantages of Generative AI in the Marketing Industry as Viewed by Different Stakeholders:

Generative Artificial Intelligence (GenAI) presents several disadvantages for stakeholders in the marketing industry despite its technological benefits. Overdependence on AI may reduce human creativity and strategic thinking, while inaccurate or biased AI-generated content can affect brand trust and customer relationships. Additionally, concerns regarding job displacement, ethical misuse, and data security create challenges for businesses, employees, and consumers in the effective adoption of GenAI (Table 11).

Table 11: Disadvantages of Generative AI in the Marketing Industry as Viewed by Different Stakeholders:

S. No.	Key Disadvantages	Description
1	Reduction in Human Creativity (Marketers/Employees)	(i) Excessive dependence on AI may limit originality and creative thinking. (ii) Human innovation in marketing campaigns may decrease over time.
2	Job Displacement Concerns (Employees)	(i) Automation of marketing tasks may reduce demand for certain job roles. (ii) Employees may fear replacement by AI systems.
3	Inaccurate or Misleading Content (Businesses/Consumers)	(i) AI-generated content may contain factual errors or misleading information. (ii) Incorrect outputs can damage brand credibility and customer trust.
4	Algorithmic Bias (Consumers/Society)	(i) AI systems may generate biased or unfair content based on training data. (ii) Bias can negatively affect customer perception and inclusivity.
5	Data Security Risks (Businesses/Consumers)	(i) Large-scale data usage increases risks of cyberattacks and data breaches. (ii) Sensitive customer information may be exposed or misused.

6	Ethical Misuse of AI (Society/Businesses)	(i) AI-generated fake content and manipulation can create ethical issues. (ii) Misuse may reduce transparency and authenticity in marketing communication.
7	Dependence on Technology (Businesses)	(i) Heavy reliance on AI systems may reduce human oversight and control. (ii) Technical failures can disrupt marketing operations.
8	High Maintenance and Upgrade Costs (Businesses)	(i) AI systems require continuous updates, monitoring, and maintenance. (ii) Long-term operational expenses may increase for organizations.
9	Loss of Personal Touch (Consumers)	(i) AI-driven interactions may feel less emotional and human-centered. (ii) Customers may prefer genuine human communication in certain situations.
10	Legal and Compliance Risks (Businesses)	(i) Firms may face legal challenges related to copyright, privacy, and AI regulations. (ii) Non-compliance with evolving laws can create financial and reputational risks.

10. FACTORS INFLUENCING THE ADOPTION AND GROWTH OF GENERATIVE AI IN THE MARKETING INDUSTRY :

10.1 Changing Consumer Behaviour:

(1) Demand for Personalized Marketing Experiences

- Consumers expect tailored ads, recommendations, and messages based on their interests.
- GenAI enables hyper-personalization using real-time customer data.
- Personalized communication increases engagement and brand loyalty.

(2) Shift Toward Digital and Interactive Engagement

- Customers prefer digital platforms like social media and mobile apps for brand interaction.
- GenAI supports interactive content such as chatbots and virtual assistants.
- This increases real-time communication between brands and consumers.

(3) Influence of Social Media and Digital Content

- Consumers rely on online content, reviews, and influencer marketing.
- AI-generated content shapes brand perception and purchasing decisions.
- Viral and AI-driven content increases marketing reach and impact.

10.2 Technological Advancements:

(1) Artificial Intelligence and Machine Learning

- AI enables predictive analytics, customer segmentation, and behavior forecasting.
- Helps marketers optimize campaigns and improve targeting accuracy.
- Enhances decision-making in real time.

(2) Marketing Automation Tools (MarTech Growth)

- Automation platforms streamline content creation, email marketing, and CRM.
- Reduces manual workload and improves efficiency.
- Supports scalable marketing operations.

(3) Natural Language and Generative Models

- Tools like GenAI generate human-like text, images, and ads.
- Improves speed and creativity in marketing communication.
- Enables large-scale content production with minimal effort.

10.3 Economic and Business Factors:

(1) Cost Efficiency Pressure

- Businesses adopt GenAI to reduce marketing and operational costs.
- Automation reduces dependency on large human teams.
- Improves return on marketing investment.

(2) Increasing Competition in Digital Markets

- Firms adopt AI to stay competitive in fast-moving digital markets.
- Innovation in marketing becomes necessary for survival.
- AI adoption differentiates leaders from laggards.

(3) Demand for Business Growth and Scalability

- Companies use GenAI to scale marketing efforts quickly.
- Supports global reach and multi-channel marketing.
- Enables faster expansion with lower resource requirements.

10.4 Industry Competition and Innovation:

(1) Rapid Innovation in Marketing Strategies

- Firms continuously adopt new AI tools to stay ahead.
- Encourages experimentation with creative campaigns.
- Drives evolution of marketing practices.

(2) Differentiation Through AI Adoption

- Companies use GenAI to create unique brand experiences.
- AI-driven personalization improves competitive positioning.
- Helps brands stand out in crowded markets.

(3) Platform-Based Competition

- Digital platforms compete using AI-powered marketing features.
- Encourages continuous improvement in advertising technologies.
- Enhances customer acquisition strategies.

10.5 Globalization and Digital Expansion:

(1) Global Reach of Marketing Campaigns

- GenAI enables brands to target international audiences easily.
- Supports multilingual and localized content creation.
- Expands business opportunities globally.

(2) Cross-Border Digital Marketing

- AI helps adapt marketing strategies for different regions.
- Enables cultural and language-based personalization.
- Increases global brand visibility.

(3) Access to New Customer Segments

- Businesses can target niche and emerging markets effectively.
- AI identifies new audience groups through data analysis.
- Enhances market expansion strategies.

10.6 Consumer Expectations and Experience:

(1) Demand for Instant and Real-Time Responses

- Customers expect immediate support and interaction.
- AI chatbots provide 24/7 communication.
- Improves customer satisfaction and trust.

(2) Seamless Omnichannel Experience

- Consumers expect consistent experiences across platforms.
- GenAI ensures smooth communication across digital channels.
- Strengthens brand engagement.

(3) Expectation of High-Quality Personalized Content

- Consumers prefer relevant and meaningful marketing messages.
- AI enhances content accuracy and personalization.
- Improves conversion rates and loyalty.

The demand for Generative AI in the marketing industry is driven by changing consumer expectations, rapid technological advancements, strong market competition, and global digital expansion. Businesses are increasingly adopting AI to deliver personalized experiences, improve efficiency, and enhance marketing performance. Overall, these factors collectively accelerate the growth and adoption of Generative AI in modern marketing practices.

11. PESTEL ANALYSIS :

PESTEL analysis is a strategic framework used to examine the external factors influencing an industry. It analyzes Political, Economic, Social, Technological, Environmental, and Legal factors that affect the growth, adoption, opportunities, and challenges of Generative Artificial Intelligence (GenAI) in the marketing industry [76-78].

11.1 Political Factors Influencing Generative AI in the Marketing Industry:

Political factors determine the policies, regulations, and stability that influence the adoption and growth of Generative Artificial Intelligence (GenAI) in the marketing industry.

(1) Government AI Policies: National AI strategies and digital transformation initiatives encourage innovation and adoption of AI-driven marketing technologies. Supportive government policies help businesses integrate GenAI into marketing operations.

(2) Data Governance Regulations: Rules related to data collection, storage, and usage influence AI-based personalization and analytics. Strict data regulations may increase compliance requirements for organizations.

(3) Political Stability: Stable political environments encourage investment in AI infrastructure and digital technologies. Political uncertainty may reduce business confidence and technological expansion.

(4) Tax Policies: Tax incentives for technology adoption and digital innovation support investment in AI-driven marketing systems. High digital taxes may increase operational costs.

(5) Foreign Investment Policies: Policies supporting foreign direct investment attract global AI and MarTech companies, encouraging technological collaboration and market growth.

(6) Consumer Protection and AI Regulations: Laws related to AI transparency, consumer rights, and ethical marketing practices improve trust and reduce legal risks in AI-generated marketing activities.

(7) Digital Infrastructure Support: Government investment in internet connectivity, cloud infrastructure, and digital ecosystems supports the effective implementation of AI technologies.

(8) International Technology Collaboration: Cross-border technology partnerships and global AI initiatives promote innovation, knowledge sharing, and development of advanced marketing solutions.

(9) Industry and Technology Policies: Government support for startups, innovation hubs, and research institutions accelerates the growth of AI-driven marketing technologies.

(10) Ethical AI and Fair Competition Policies: Regulations promoting ethical AI use, transparency, and fair digital competition help ensure responsible marketing practices and sustainable industry growth.

Political factors play a significant role in shaping the adoption and development of Generative AI in the marketing industry. Organizations that effectively adapt to regulations and leverage supportive government initiatives can achieve innovation, competitiveness, and sustainable growth.

11.2 Economic Factors Influencing Generative AI in the Marketing Industry:

Economic factors influence business investments, operational efficiency, market competitiveness, and the adoption of Generative Artificial Intelligence (GenAI) in the marketing industry.

(1) Business Investment in AI Technologies: Organizations increasingly invest in AI-driven marketing tools to improve productivity, efficiency, and competitive advantage. Higher investment supports innovation and digital transformation.

(2) Economic Growth: Strong economic growth encourages businesses to adopt advanced marketing technologies and expand digital marketing activities. Growing economies create better opportunities for AI integration.

(3) Cost Reduction and Operational Efficiency: Companies adopt GenAI to reduce marketing costs, automate repetitive tasks, and improve operational efficiency. AI-driven automation minimizes manual workload and resource utilization.

(4) Return on Investment (ROI): Businesses use AI-powered marketing strategies to improve campaign effectiveness, customer targeting, and conversion rates, leading to higher returns on investment.

(5) Market Competition: Intense competition in digital markets encourages organizations to adopt AI technologies for innovation, personalization, and improved customer engagement.

(6) Consumer Spending on Digital Platforms: Increased consumer spending on online platforms and digital services creates higher demand for AI-driven personalized marketing solutions.

(7) **Growth of the Digital Economy:** Expansion of the digital economy and online businesses accelerates the adoption of marketing automation and AI-based communication tools.

(8) **Startup and Innovation Ecosystem:** The growth of AI startups and MarTech companies encourages development of innovative and cost-effective AI solutions for marketing activities.

(9) **Global Business Expansion:** Businesses use Generative AI to support global marketing campaigns, multilingual communication, and scalable customer engagement strategies.

(10) **Investment in Digital Infrastructure:** Economic stability enables organizations to invest in cloud computing, big data analytics, AI platforms, and advanced digital infrastructure to strengthen marketing operations.

Economic factors play a major role in shaping the adoption and growth of Generative AI in the marketing industry. Organizations that effectively invest in AI technologies and adapt to economic conditions can improve marketing performance, innovation, and long-term competitiveness.

11.3 Social Factors Influencing Generative AI in the Marketing Industry:

Social factors reflect consumer behaviour, digital lifestyles, cultural trends, and attitudes toward technology, which strongly influence the adoption and growth of Generative Artificial Intelligence (GenAI) in the marketing industry.

(1) **Changing Consumer Preferences:** Consumers increasingly prefer personalized, interactive, and digital-first marketing experiences, encouraging businesses to adopt AI-driven communication and content strategies.

(2) **Demographics and Age Distribution:** Younger generations such as Millennials and Gen Z are more digitally active and receptive to AI-powered marketing, influencing brand engagement and online interactions.

(3) **Lifestyle Changes:** Busy lifestyles and increased digital dependence create demand for instant communication, automated customer support, and real-time engagement through AI technologies.

(4) **Cultural Trends:** Businesses use AI-generated content to align marketing campaigns with local traditions, social trends, and cultural preferences across different regions.

(5) **Growing Acceptance of AI Technologies:** Increased familiarity with AI tools, virtual assistants, and chatbots encourages consumer acceptance of AI-driven marketing practices.

(6) **Social Media Influence:** Social media platforms, influencer marketing, and online communities significantly affect consumer opinions, engagement, and purchasing behaviour, increasing the demand for AI-generated content.

(7) **Education and Digital Literacy:** Higher digital literacy and technological awareness encourage consumers and businesses to adopt AI-based marketing systems and digital communication tools.

(8) **Demand for Personalization:** Consumers expect customized recommendations, targeted advertisements, and personalized customer experiences, which drives the use of Generative AI in marketing.

(9) **Community and Peer Influence:** Online reviews, digital communities, and peer recommendations influence consumer trust and brand perception, encouraging businesses to use AI analytics for engagement strategies.

(10) **Focus on Convenience and Experience:** Consumers increasingly expect seamless, fast, and engaging digital experiences, motivating organizations to integrate AI technologies into marketing operations.

Social factors play an important role in shaping consumer engagement, trust, and adoption of AI-driven marketing strategies. Businesses that understand these social trends can improve customer relationships, enhance personalization, and maintain competitiveness in the digital marketing environment.

11.4 Technological Factors Influencing Generative AI in the Marketing Industry:

Technological factors drive innovation, automation, operational efficiency, and customer engagement in the Generative Artificial Intelligence (GenAI) marketing industry.

(1) **Artificial Intelligence and Machine Learning:** AI and machine learning technologies help businesses analyze customer behaviour, predict trends, automate marketing activities, and improve personalization strategies.

(2) **Big Data and Analytics:** Data analytics enables organizations to collect and interpret consumer insights, optimize campaigns, and make data-driven marketing decisions effectively.

(3) Natural Language Processing (NLP): NLP technologies allow AI systems to generate human-like text, chat responses, and personalized communication, improving customer interaction.

(4) Marketing Automation Platforms: Automation tools streamline email marketing, customer relationship management (CRM), campaign execution, and workflow management, increasing operational efficiency.

(5) Cloud Computing: Cloud-based systems provide scalable storage, faster processing, and real-time access to AI tools and marketing data across organizations.

(6) AI Content Generation Tools: Generative AI tools create marketing content such as blogs, advertisements, visuals, and videos quickly and efficiently, improving scalability and creativity.

(7) Chatbots and Virtual Assistants: AI-powered chatbots and virtual assistants provide real-time customer support, enhance engagement, and improve user experience.

(8) Cybersecurity Technologies: Advanced security systems protect customer information, digital assets, and AI platforms from cyber threats and data breaches.

(9) Mobile and Digital Technologies: Mobile platforms and digital applications support omnichannel engagement, personalized communication, and wider accessibility of AI-driven marketing tools.

(10) Emerging Technology Integration: Technologies such as augmented reality (AR), virtual reality (VR), blockchain, and IoT complement AI-driven marketing strategies and enhance customer interaction.

Technological advancements significantly influence the efficiency, innovation, scalability, and competitiveness of Generative AI in the marketing industry. Businesses that adopt advanced technologies can improve marketing performance, customer engagement, and long-term digital transformation.

11.5 Environmental Factors Influencing Generative AI in the Marketing Industry:

Environmental factors involve sustainability practices, energy consumption, resource management, and eco-friendly digital operations that influence the adoption and growth of Generative Artificial Intelligence (GenAI) in the marketing industry.

(1) Reduction of Paper-Based Marketing: Digital and AI-driven marketing reduces the use of printed advertisements, brochures, and promotional materials, supporting environmentally sustainable practices.

(2) Energy Consumption of AI Systems: AI technologies and data centers require significant energy for processing and storage, increasing the importance of energy-efficient systems and sustainable infrastructure.

(3) Sustainable Digital Transformation: Businesses increasingly adopt environmentally responsible digital technologies and cloud-based systems to support green marketing operations.

(4) Carbon Footprint Reduction: Virtual campaigns and digital communication reduce transportation, printing, and physical advertising activities, helping lower carbon emissions.

(5) Green Computing Practices: Organizations focus on energy-efficient servers, cloud systems, and AI infrastructure to minimize environmental impact and operational costs.

(6) Electronic Waste Management: Frequent technological upgrades and AI hardware usage may contribute to electronic waste, requiring proper recycling and disposal practices.

(7) Consumer Preference for Sustainable Brands: Environmentally conscious consumers prefer brands that adopt sustainable digital practices and responsible AI usage.

(8) Remote Work and Virtual Collaboration: AI-supported remote communication and digital collaboration reduce travel requirements and support environmentally friendly business operations.

(9) Environmental Regulations and Compliance: Businesses must comply with environmental laws and sustainability standards while implementing digital and AI technologies.

(10) Sustainable Innovation: Companies increasingly integrate sustainability goals into AI-driven marketing strategies to improve brand image and long-term business responsibility.

Environmental factors are increasingly influencing business operations and consumer expectations in the Generative AI marketing industry. Organizations that adopt sustainable digital practices and environmentally responsible technologies can improve brand reputation, operational efficiency, and long-term competitiveness.

11.6 Legal Factors Influencing Generative AI in the Marketing Industry:

Legal factors include laws and regulations governing artificial intelligence, digital marketing practices, consumer protection, and data usage, which influence how businesses adopt and operate Generative Artificial Intelligence (GenAI) in the marketing industry.

(1) Data Privacy Laws: Regulations such as GDPR and data protection laws require organizations to securely collect, store, and process consumer information used in AI-driven marketing.

(2) Consumer Protection Laws: Legal frameworks ensure transparency, fairness, and ethical practices in AI-generated marketing content and customer communication.

(3) Intellectual Property Rights: Copyright, trademark, and patent laws influence ownership and protection of AI-generated content, branding materials, and digital assets.

(4) AI Governance and Compliance: Governments and regulatory bodies are introducing AI governance frameworks to ensure responsible and ethical use of Generative AI technologies.

(5) Advertising and Marketing Laws: Regulations control digital advertisements, influencer marketing, promotional content, and AI-generated campaigns to prevent misleading or deceptive practices.

(6) Cybersecurity Regulations: Businesses must comply with cybersecurity laws to protect customer data, AI systems, and digital platforms from cyber threats and data breaches.

(7) Employment and Labour Laws: AI automation may affect workforce roles, requiring organizations to comply with labour laws, employee rights, and workplace regulations.

(8) Ethical AI Regulations: Legal standards related to algorithmic fairness, bias reduction, transparency, and accountability influence the implementation of AI systems in marketing.

(9) Cross-Border Digital Regulations: International AI operations and digital marketing activities must comply with multiple legal systems and cross-border data regulations.

(10) Liability and Accountability Issues: Businesses may face legal responsibility for inaccurate, biased, or misleading AI-generated content, making accountability frameworks essential.

Legal factors strongly influence the adoption, governance, and ethical implementation of Generative AI in the marketing industry. Organizations that comply with legal standards and responsible AI practices can reduce operational risks, improve consumer trust, and achieve sustainable growth.

12. RECOMMENDATIONS FOR STAKEHOLDERS BASED ON THE GROWTH OF GENERATIVE AI IN THE MARKETING INDUSTRY :

(1) Businesses / Marketing Organizations:

- **Adopt AI-Driven Marketing Technologies:** Implement Generative AI tools for content creation, personalization, customer engagement, and marketing automation to improve efficiency and competitiveness.
- **Focus on Ethical AI Usage:** Ensure transparency, fairness, and responsible use of AI-generated content to build consumer trust and maintain brand credibility.
- **Enhance Consumer Personalization:** Use AI analytics and customer data to deliver personalized communication, recommendations, and targeted marketing campaigns.
- **Invest in Employee Training:** Provide training programs for employees to develop AI, analytics, and digital marketing skills required in modern marketing environments.
- **Strengthen Cybersecurity and Data Privacy:** Protect customer information and comply with data protection laws to reduce security risks and legal challenges.

(2) Policymakers / Government:

- **Develop Clear AI Regulations:** Establish transparent policies and ethical guidelines for responsible AI adoption in marketing activities.
- **Support Digital Infrastructure:** Improve internet connectivity, cloud infrastructure, and digital ecosystems to support AI-driven business growth.
- **Encourage AI Innovation:** Provide incentives, funding, and research support for AI startups, MarTech firms, and digital innovation initiatives.
- **Promote Digital Literacy Programs:** Encourage AI and digital education programs to improve workforce readiness and technological awareness.
- **Strengthen Data Protection Frameworks:** Implement strong cybersecurity and consumer privacy regulations to ensure safe AI adoption.

(3) Investors / Business Partners:

- **Invest in AI and MarTech Companies:** Support businesses adopting Generative AI, automation, and advanced digital marketing technologies for long-term growth.
- **Focus on Sustainable Innovation:** Encourage investment in ethical, secure, and environmentally sustainable AI technologies.
- **Evaluate Technological Readiness:** Assess a company's AI capabilities, digital infrastructure, and innovation strategies before investment decisions.
- **Support Strategic Collaborations:** Promote partnerships between AI developers, marketing firms, and technology providers to enhance innovation.
- **Monitor Market and Consumer Trends:** Track changes in digital marketing trends, AI adoption, and consumer engagement to identify growth opportunities.

(4) Consumers:

- **Improve Digital Awareness:** Understand AI-driven marketing practices, personalized advertising, and data privacy policies while using digital platforms.
- **Support Ethical and Transparent Brands:** Prefer businesses that use AI responsibly and maintain transparency in marketing communication.
- **Engage Responsibly with Digital Content:** Verify AI-generated information and avoid misinformation while interacting with digital marketing campaigns.
- **Provide Feedback and Participation:** Participate in surveys, reviews, and customer interactions to help organizations improve AI-based services.
- **Protect Personal Information:** Practice safe digital behaviour and remain aware of data-sharing practices on online platforms.

13. CONCLUSION :

Generative Artificial Intelligence (GenAI) has emerged as a transformative force in the marketing industry by significantly influencing content creation, consumer engagement, and firm performance. The study highlights that GenAI enables organizations to automate marketing processes, create personalized and scalable content, improve customer interaction, and enhance decision-making through data-driven insights. The integration of GenAI with Marketing Technology (MarTech) tools such as analytics, CRM systems, and automation platforms has further strengthened operational efficiency and marketing effectiveness.

The analysis also shows that changing consumer expectations, technological advancements, market competition, and digital transformation are major factors driving the adoption of AI-driven marketing strategies across industries. Businesses are increasingly leveraging GenAI to achieve competitive advantage, improve customer experience, and expand digital engagement. At the same time, the study identifies important challenges such as ethical concerns, algorithmic bias, data privacy issues, cybersecurity risks, and legal compliance that may affect responsible AI adoption in marketing.

The SWOC and PESTEL analyses indicate that while Generative AI provides substantial opportunities for innovation and business growth, organizations must also address technological, social, environmental, political, and legal factors to ensure sustainable implementation. Stakeholders including businesses, policymakers, investors, and consumers have a significant role in promoting ethical, transparent, and secure use of AI technologies in marketing practices.

Overall, Generative Artificial Intelligence is reshaping the future of the marketing industry by driving digital transformation, improving operational capabilities, and enabling advanced consumer engagement strategies. As AI technologies continue to evolve, organizations that effectively integrate GenAI into their marketing ecosystem while maintaining ethical and responsible practices will be better positioned for long-term growth, innovation, and competitiveness in the digital economy.

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