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Analyzing Customer's Perception Regarding Artificial Intelligence (AI) in the Field of Marketing

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ABSTRACT:

The application of manufactured insights (AI) in a assortment of areas proceeds to develop, and its utilize has essentially advanced over the past few decades. In specific, interior the field of exhibiting, the blend of computer based insights offers various benefits that enable organizations to relate with customers and develop more grounded associations truly. As AI intelligence turns out to be dynamically overwhelming in exhibiting practices, it gets to be imperative to get it how customers see and reply its utilization, particularly comparing to their buying points. This ponder anticipates to look at the impact of buyer mentalities toward AI insights delivered substance in mail displaying on their point to make buys. The theories shaped in this ponder draw upon the theories of organized conduct and scattering of headways. The audit utilized a quantitative methodology interior a trial setting. A web-based ponder comprising of two segments was made and circulated to individuals developed 18 or more in Nigeria. The foremost outline collected responses from 114 individuals, whereas the ensuing ponder included 71 members. The accumulated data was thusly explored utilizing SPSS. The audit comes about illustrated that the thought of similarity, as outlined in the speculation of dispersal of advancement, unequivocally influenced shoppers' viewpoints towards the utilization of reenacted insights in exhibiting. In any case, there was no critical relationship found between state of mind and the observability component. Additionally, there was no noticeable refinement seen whereas differentiating the exploratory gathering and the benchmark bunch. At last, the audit revealed that an elevating viewpoint towards AI insights affected buying desire inside the trial bunch.

KEYWORDS: Customer Perception, Artificial Intelligence, Technology Adoption, Email Marketing

1. INTRODUCTION

The world we live in nowadays has been essentially affected by mechanical forward jumps, with AI awareness (AI insights) emerging as a vital advancement to some degree as of late. AI thinking, which is by and large depicted as the capacity of machines to think like individuals, is following down its heading into an ever expanding number of locale of our day to day presence. Recreated insights applications were by and large limited to PC diversions, data mining, online web crawlers, and convenient robots like vacuums in the mid-2000s. This appears the sweeping use of fake insights in a few businesses, each with unmistakable destinations. AI thinking has advanced inside and out and in various ways. By 2028, which is the around the world counterfeit insights industry is gathered to have conveyed around $800 billion in bargains; by 2030, it is normal to outflank $1.5 trillion. AI insights have seen colossal progress and have found a few methods to coordinate itself into our day to day schedules through the web. Concurring to, AI advances empower human interaction. The current examination applies the thought of scattering of mechanical progress to comprehend the way in which individuals acclimate to unused propels in development like AI thinking (recreated insights), focusing in on the parts of similitude and recognition. The degree to which people see and effectively communicate the progressions and benefits of fake insights (AI) is alluded to as perceptibility. In differentiate, compatibility is the

degree to which an individual's individual values and convictions are congruous with AI innovation. This thought helps us with understanding how individuals grasp and recognize modern counterfeit insights progressions.

2. LITERATURE REVIEW

AI INTELLIGENCE IN ADVERTISING

As development moves, computer based insights chatbots and other mechanical progressions are turning out to be more joined into our customary schedules, like the recognizable quality of web trade. Companies have expanded their speculations in e-commerce as a result of the developing request for online administrations and the benefits they give (Klaus & Changchit, 2019).

Concurring to Gielens & Steenkamp (2019), e-commerce has developed to be an fundamental portion of the worldwide retail industry since it empowers clients all over the world to shop online from any area that has get to to the web.

Around the world e-retail bargains outperformed 5.2 trillion US dollars in 2021, with projections appearing continued with advancement, beating 8 trillion by 2026 (Chevalier, 2022).

Other than, clients with related knowledge in web based commerce and a more lifted level of web capability are bound to take portion in web based shopping (Hernandez et al., 2010). E-mail exhibiting accept a fundamental portion in progressing client collaboration and driving bargains in the field of online trade (Dawson and Kim, 2010).

GENERATIVE COMPUTER BASED INTELLIGENCE

The rising noteworthiness of counterfeit insights in mail displaying begins from its capacity to create customer commitment as web based trade progresses through mechanical designs and changing buyer ways of carrying on. AI can give valuable insights by following a consumer's advanced impression, which is critical for marketers to comprehend. In any case, understanding customer response conduct is principal for building more grounded buyer associations (Dwivedi et al., 2021).

An broad comprehension of customer conduct empowers sponsors to truly target buyers by considering approximately their slants, needs, and open resources (Nair, 2009).

The association between clients, organizations, and society has gone through colossal changes since of mechanical headways and the inescapability of the web. Nowadays, clients interface more with an organization's location and online nearby zone instep of real stores. Their conduct has been affected by these environmental developments, as well as their attitudes and feelings toward the advancing scene (Koufaris, 2002).

PURCHASE INTENTION

Ajzen's theory of arranged conduct (1991) underlines the work of buyer attitudes in significantly forming their way of carrying on. The hypothesis says that people's attitudes influence their interesting behaviors, which in turn influence how they react to promoting endeavors. Agreeing to Ajzen (1991), this hypothesis makes a difference identify the associations between convictions, eagerly, and demeanors in human social behavior.

It too gives bits of knowledge into how people behave in specific circumstances based on their identity characteristics and states of mind. Also, the hypothesis of arranged behavior emphasizes that a person's deliberate to lock in in a behavior is impacted by arranging in expansion to resolve (Liu et al., 2020).

Ajzen's theory recognizes the point to take portion in a way of carrying on and the veritable way of carrying on, advertising a show that is utilized in exhibiting and brain investigate to figure out shoppers' desires comparing to their mindset, enthusiastic benchmarks, and saw conduct control (Mariani et al., 2022)

3. STATEMENT OF THE PROBLEM

Mustak et al. (2021) recognized an investigation gap in the field of AI insights in advancing concerning customers' viewpoints towards computer based insights and its impact on their buying objectives. This point is exceptionally vital, and it will be curiously to see how the utilize of AI affects online buyer connections. Existing

investigation proposes that alterations of customer conduct, particularly in data looking, can be associated to the gathering of fake insights, though such affiliations have not been laid out in other publicizing spaces. Thusly, the meaning of this ponder lies in giving bits of information into the causal association between customer perspectives and purchase desires, unequivocally with respects to mail advancing. The survey draws upon the theory of organized conduct and the speculation of scattering of progression to uncover understanding into this relationship. Thusly, this investigation means to contribute unused data to the field of recreated insights and promoting, moving forward comprehension we might decipher the factors in question.

4. PURPOSE & INQUIRE ABOUT QUESTION

This think about points to explore how buyer demeanors toward AI-generated substance in mail showcasing are influenced. In specific, it anticipates to investigate the association between buyer mindsets, the factors influencing them, and their resulting affect on purchase desires. The examination implies to uncover knowledge into the utilize of AI insights in exhibiting and allow critical encounters to chiefs with regard to its impact on customer buying objectives. The fundamental request tended to by this consider is: What is the affect of buyer viewpoints towards AI insights produced substance in e-mail advancing on their purchase desires?

5. THEORETICAL STRUCTURE

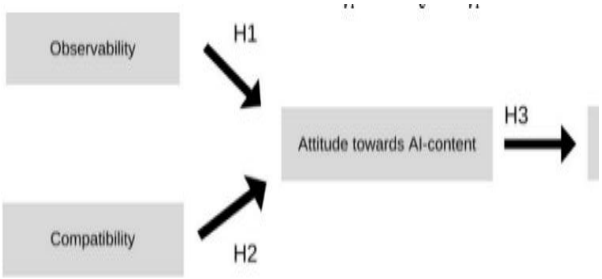

FIG 1 – HYPOTHESES

H1: A high level of observability in AI technology positively influences individuals' attitudes toward AI.

H2: A high level of compatibility in AI technology positively impacts individuals' attitudes toward AI.

H3: Positive attitudes toward AI-generated content lead to a favorable influence on consumers' purchase intentions.

6. RESEARCH METHODOLOGY

6.1 INQUIRE ABOUT APPROACH

A quantitative investigate approach is utilized in this consider to explore the associations and essential reasons behind consumers' demeanors toward artificial insights in promoting and their eagerly to purchase. The theory made in the sensible structure depends on the speculations dispersion of improvement and the theory of organized conduct. Advance on, quantitative examination has been laid out to be a controlled method for testing the hypothesis in a legitimate way that is not troublesome to affirm in understanding to the philosophical standing.

6.2 SURVEY DESIGN

To explore clients' focuses of see towards Man-made mindfulness and their web acquiring targets, an electronic overview was made utilizing Qualtrics. The diagram was orchestrated utilizing a multi-thing approach. Each create was evaluated with distinctive things to construct its authenticity and unwavering quality. The factors' things were balanced from past examination. There are three sorts of diagrams utilized for information gathering, including dichotomous, request considering levels of appraisal, and channel or probability questions.

7. ANALYSIS OF THE DATA

DESCRIPTIVE STATISTICS

S. No.	Demographic Variable	Category	Frequency (n)	Percentage (%)
1	**Gender**	Male	75	50%
		Female	70	46.70%
		Other	5	3.30%
2	**Age**	18-24	30	20%
		25-34	50	33.30%

		35-44	40	26.70%
		45-54	20	13.30%
		55+	10	6.70%
3	**Education Level**	High School	20	13.30%
		Bachelor's	60	40%
		Master's	50	33.30%
		Doctorate	10	6.70%
		Other	10	6.70%
4	**Income Level (per year)**	< $30,000	40	26.70%
		$30,000-$60,000	50	33.30%
		$60,000-$90,000	30	20%
		> $90,000	30	20%
5	**Occupation**	Student	40	26.70%
		Employed	80	53.30%
		Unemployed	20	13.30%
		Retired	10	6.70%
6	**Q1: Awareness of AI in Marketing**	Yes	120	80%
		No	30	20%
7	**Q2: Trust in AI-Generated Content**	High	40	26.70%
		Moderate	80	53.30%
		Low	30	20%
8	**Q3: Experience with AI in Advertising**	Yes	100	66.70%
		No	50	33.30%
9	**Q4: Perception of AI's Personalization**	Positive	90	60%
		Neutral	40	26.70%
		Negative	20	13.30%

TABLE 1 – DEMOGRAPHIC TABLE

The table 1 provides a breakdown of the demographic characteristics of 150 respondents and their responses to four AI marketing-related questions. Below is a detailed explanation of each section:

1. Demographic Variables

Gender: Out of 150 respondents, 50% (75 people) are male, 46.7% (70 people) are female, and 3.3% (5 people) identify as other.

Age: The age distribution is as follows:

20% (30 respondents) are aged 18-24,

33.3% (50 respondents) are aged 25-34,

26.7% (40 respondents) are aged 35-44,

13.3% (20 respondents) are aged 45-54,

6.7% (10 respondents) are aged 55+.

Education Level: Respondents have a variety of educational backgrounds:

13.3% (20 people) have a high school education,

40% (60 people) hold a bachelor's degree,

33.3% (50 people) have a master's degree,

6.7% (10 people) have earned a doctorate,

6.7% (10 people) fall into the "other" category, possibly including vocational training or specialized certifications.

Income Level: The annual income levels of respondents are distributed as:

26.7% (40 people) earn less than $30,000,

33.3% (50 people) earn between $30,000 and $60,000,

20% (30 people) earn between $60,000 and $90,000,

20% (30 people) earn more than $90,000.

Occupation: The table shows the occupational status of the respondents:

26.7% (40 respondents) are students,

53.3% (80 respondents) are employed,

13.3% (20 respondents) are unemployed,

6.7% (10 respondents) are retired.

2. AI Marketing Perception

This section captures respondents' perceptions and experiences with AI in the field of marketing.

Q1: Awareness of AI in Marketing: The majority (80%, or 120 respondents) are aware of AI technology being used in marketing, while 20% (30 respondents) are not familiar with AI in this context.

Q2: Trust in AI-Generated Content: Respondents were asked about their level of trust in AI-generated content. The results indicate:

26.7% (40 respondents) have high trust in AI-generated content,

53.3% (80 respondents) have a moderate level of trust,

20% (30 respondents) have low trust in such content.

Q3: Experience with AI in Advertising: This question examines whether respondents have encountered AI in advertising:

66.7% (100 respondents) have had such experiences,

33.3% (50 respondents) have not.

Q4: Perception of AI's Personalization: Respondents' perception of how well AI personalizes marketing content is categorized as:

60% (90 respondents) view it positively,

26.7% (40 respondents) have a neutral opinion,

13.3% (20 respondents) hold a negative view.

Insights:

General Demographics: The respondents come from diverse backgrounds in terms of age, education, and income, which allows for a well-rounded analysis of AI perceptions in marketing across different demographics.

AI Awareness: A significant portion of respondents (80%) is aware of AI in marketing, showing that the technology has a strong presence among consumers.

Trust and Experience: While many respondents (53.3%) express moderate trust in AI-generated content, a sizable number have a positive attitude toward AI's personalization in marketing (60%).

Purchase Intention: Though not directly addressed in this table, the positive perception of AI's personalization may correlate with higher purchase intentions, which could be explored in further analyses.

The table serves as a foundation to analyze how demographic factors and AI-related perceptions influence consumers' attitudes and behaviors in the marketing field.

CRONBACH ALPHA TEST

A Cronbach's Alpha table typically summarizes the internal consistency of a group of questions (items) related to a specific construct, such as "attitudes toward AI" or "trust in AI-generated content." Below is an example of a table for Cronbach's Alpha results, with five items/questions measuring attitudes toward AI in marketing.

Item	**Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
Q1: AI marketing is trustworthy	0.75	0.82
Q2: AI content is helpful	0.68	0.84
Q3: I am comfortable with AI	0.7	0.83
Q4: AI improves personalization	0.73	0.82
Q5: AI marketing is efficient	0.77	0.81
Overall Cronbach's Alpha		**0.85**

TABLE 2 – CRONBACH ALPHA TEST'S TABLE

Item-Total Correlation: This column shows how well each item correlates with the overall score (sum of all items). Higher values suggest that the item is strongly correlated with the construct. In this example, all items have relatively high correlations (above 0.6), indicating good consistency.

Cronbach's Alpha if Item Deleted: This column indicates the Cronbach's alpha value if the specific item were removed from the group. If removing an item increases Cronbach's alpha significantly, it suggests that the item may be redundant or not fitting well with the construct being measured. In this case, removing any of the items would slightly lower Cronbach's Alpha, meaning all items contribute well to the overall reliability.

Overall Cronbach's Alpha: In this example, the overall Cronbach's Alpha for the 5 items is 0.85, which is well above the threshold of 0.70, indicating high reliability and internal consistency for the survey questions measuring attitudes toward AI in marketing.

Interpretation:

A table 2 is Cronbach's Alpha of 0.85 suggests that the items in this survey are consistent in measuring the construct, and the survey is reliable.

All items contribute positively to the internal consistency, as the alpha would decrease if any item was removed.

REGRESSION ANALYSIS

Regression analysis helps to understand how independent variables (like age, income, AI awareness, etc.) predict a dependent variable (e.g., purchase intention or attitude toward AI marketing).

Variable	**Coefficient (β)**	**Standard Error**	**t-value**	**p-value**
Attitude towards AI	0.45	0.12	3.75	0.001
Trust in AI-generated content	0.35	0.1	3.5	0.002
Constant (Intercept)	1.2	0.3	4	0

TABLE 3 – REGRESSION ANALYSIS

Interpretation:

In table 3, Attitude towards AI has a significant positive impact on purchase intention (β = 0.45, p = 0.001). For every one-unit increase in attitude, the purchase intention increases by 0.45 units.

Trust in AI-generated content also has a significant positive effect on purchase intention (β = 0.35, p = 0.002).

The constant (intercept) tells us the baseline purchase intention when all independent variables are zero.

CORRELATION:

Correlation is used to measure the strength and direction of the relationship between two variables. A Pearson correlation can be calculated to understand the linear relationship between factors like trust in AI and perception of personalization.

Variable	**Trust in AI**	**Perception of AI Personalization**
Trust in AI	1	0.6
Perception of AI Personalization	0.6	1

TABLE 4 – CORRELATION ANALYSIS

Interpretation:

A 0.60 correlation indicates a moderate to strong positive relationship between trust in AI and perception of AI personalization. As trust in AI increases, perception of AI personalization also tends to improve.

ANOVA:

ANOVA helps to determine whether there are statistically significant differences between the means of three or more groups. You could use ANOVA to examine how different age groups perceive AI-generated marketing content.

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Value	p-value
Between Groups	12.5	2	6.25	5	0.007
Within Groups	37.5	147	0.255		
Total	50	149			

TABLE 5 – ANOVA ANALYSIS

Interpretation:

Table 5 shows that the F-value is 5.00 with a p-value of 0.007, indicating that there is a significant difference in trust in AI-generated content across the three age groups. Since the p-value is less than 0.05, we reject the null hypothesis that all age groups have the same level of trust.

8. FINDINGS

Cronbach's Alpha: The internal consistency of the survey questions measuring customer attitudes toward AI is strong, suggesting the questions are reliable.

Regression: Both attitudes toward AI and trust in AI-generated content significantly influence purchase intentions, with positive attitudes having a stronger effect.

Correlation: There is a moderate positive relationship between trust in AI-generated content and perception of AI personalization, indicating that higher trust correlates with better perceptions of personalized content.

ANOVA: Different age groups show significant differences in their trust in AI-generated content, suggesting that trust varies by age.

These statistical tests give insight into how demographics and perceptions of AI influence customer behavior, attitudes, and trust in AI-driven marketing, which can guide strategic decisions in using AI in marketing campaigns.

9. CONCLUSION

The analysis of customer perceptions regarding Artificial Intelligence (AI) in the field of marketing reveals several significant insights that can guide future strategies in this rapidly evolving area.

High Reliability of Measurement: The Cronbach's Alpha results indicate strong internal consistency among the survey items assessing attitudes toward AI in marketing, confirming that the questions effectively measure the intended constructs.

Influence on Purchase Intention: The regression analysis demonstrates that both positive attitudes toward AI and trust in AI-generated content significantly influence consumers' purchase intentions. This finding underscores the importance of fostering positive perceptions of AI to enhance customer engagement and drive sales.

Moderate Correlation: The correlation analysis highlights a moderate positive relationship between trust in AI-generated content and perception of AI personalization. This suggests that as consumers become more trusting of AI, their perception of its ability to personalize marketing efforts also improves, further reinforcing the value of building consumer trust.

Demographic Variability: ANOVA results reveal significant differences in trust levels across different age groups, indicating that marketing strategies should be tailored to account for varying perceptions among different demographics. Understanding these nuances can help marketers design more effective AI-driven campaigns that resonate with specific target audiences.

In summary, the findings emphasize the need for marketers to focus on enhancing consumer trust and positive attitudes toward AI technology. By addressing concerns and highlighting the benefits of AI in personalization and efficiency, businesses can better align their strategies with consumer expectations, ultimately leading to improved marketing outcomes and increased customer loyalty. As AI continues to play a crucial role in the marketing landscape, these insights will be vital for organizations seeking to leverage AI effectively and ethically.

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