GIMMICKS IN HUMAN INTELLIGENCE

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Abstract

As technology is constantly advancing, it is amazing to see that marketing is also modifying. One of the remarkable changes in marketing is the rise of artificial intelligence (AI). AI applications are found in almost every sector of business, namely primary, secondary, tertiary, quaternary and quinary. Now, it has attained marketing as well. AI has had a significant impact on digital marketing such as predictive marketing, automated e-mail marketing, semantic search, site retargeting and chatbots. AI-powered chatbots can help marketers provide personalized customer service experiences. AI can also help marketers optimize their ad campaigns by analyzing customer data and targeting the right audiences. In this article, an attempt is made to find out the responses about AI, knowledge on site retargeting and chatbot among the students. Hence through google form the data for the analysis were collected from more than 100 students with closed ended questionnaire. It was found that the students were aware of chatbots but was not clear about site retargeting though they have an indirect experience. It was also found that artificial intelligence plays a vital role in the growth of marketing.

Keywords: *Artificial intelligence (AI), Marketing, Site retargeting, Chatbots.*

1. INTRODUCTION

Artificial intelligence is rapidly changing the landscape of marketing. AI is allowing marketers to reach their consumers more effectively through predicting consumer's behavior and preferences, and customize marketing messages. AI technologies are helping to automate processes, reduce costs, and improve the customer experience. AI-powered marketing tools can quickly and precisely collect, organize, and analyze large volumes of customer data. This data can then be used to develop targeted marketing campaigns and personalize customer experiences. This enables marketers to better understand their customers and anticipate what they will want or need in the future. The motive of AI in marketing is to predict purchasing decisions and upgrade the customer journey. AI can provide more deadly outcomes than humans. Based on that, it can interpret the behavior of consumers and improve their customer service by providing quick and error-free solutions to customer queries. AI can help marketers reach new audiences, increase engagement, and optimize campaigns. AI automation tools can help marketers streamline processes and reduce costs. Artificial intelligence has a huge influence in the field of marketing in which site retargeting and chatbots plays a major role.

Site retargeting is a strategy of direct advertising that utilizes cookies to track a user's online activity based on their browsing history. It works by placing a small piece of code, referred to as cookie that monitors the user around the web, collecting data about their browsing habits. Then, companies use this data to create targeted ads and recommend products that they think the user might be interested in. No matter what industry you operate in, the vast majority of your website visitors will not convert into sales on their first visit. It takes frequent visits before most people will buy from a business for the first time. The goal of site retargeting is to increase the likelihood of a user returning to the website and eventually converting into sales, thus increasing the return on investment (ROI). It can also help to increase brand awareness and customer loyalty. Site retargeting can also be used to upsell existing customers. By tracking the products and services that customers have already purchased, businesses can offer them related products or services that may be of interest. This type of advertising is also helpful for businesses to remind customers of their product or service and keep them engaged.

Chat bots are becoming increasingly advanced, and they are becoming an important part. Chatbot technology is a rapidly developing field that has the potential to bring about a revolution in how businesses interact with their customers. A chatbot is a computer program that can simulate a conversation with a human user using natural language processing. The technology is becoming increasingly popular as it has the potential to automate customer service tasks and provide customers with a more personalized experience. Chatbots can be used in various ways. For example, they can be used to answer frequently asked questions, provide product or service information, help customers make purchases, and even make recommendations based on past purchases, they can even be used to provide entertainment and educational content. In the future, chatbot technology could be used to help automate customer service and even provide personalized recommendations based on customer data. Furthermore, chatbots could be used to improve customer loyalty and engagement, as well as to increase customer satisfaction and retention. Hence the study is focused to analyze the student's level of understanding in AI and their interest and knowledge in site retargeting and chatbots.

2. REVIEW OF LITERATURE

❖ **ALEX CHRIS (Digital marketing consultant):** Retargeting is powerful and cost-effective channel. Retargeting campaigns are very easy to setup and can be fully automated. **August 22, 2022. [1]**

❖ **BEN PLOMION (Expert in Programmatic Marketing) VP, Marketing & Partnerships, Chango:** The basic tenet of site retargeting is using ads to remind customers about your business after they leave your site. **December 3,2012. [2]**

❖ **RASHMITA BEHARA:** Retargeting saves advertisers from the struggle of finding interested users. Based on the previous purchases made by users online, advertisers can easily show them ads of related products to provoke their interest. **July 22,2019. [3]**

❖ **HILARTECH, LLC:** Retargeting is an effective way to increase brand awareness. Retargeting campaigns not only bring website visitors back to your federal, defense, or aerospace industry but also build brand awareness by keeping your name in front of consumers. **August 29,2021. [4]**

❖ **BEEBEE.M:** With the help of artificial intelligence, We can eliminate mundane, time-consuming tasks, and this will help the marketing and sales team to focus on more productive tasks. **2019. [5]**

❖ **JAREK.K & MAZUREK.G:** Artificial intelligence took one step forward and offered new opportunities in marketing activity. (More convenience, hyper personalization, customer-brand relationship). **2019. [6]**

❖ **JACINDA SANTORA:** Chatbots can help you automate certain processes, address customer questions and problems faster, and save valuable resources that you can then invest in other areas of your business. **December 2,2022. [7]**

❖ **SNIGDHA PATEL:** 21% of consumers see chatbots as the easiest way to contact a business. Bots are a smarter way to ensure that customers receive the immediate response that they are looking for without any delay. **November 27,2022. [8]**

❖ **BEATA STEFANOWICZ:** Chatbot marketing is a technique that uses chatbots to promote your business. It automates the marketing of your products, collects hints, and takes orders on a chosen messaging app or your website. **December 8,2022.[9]**

3. OBJECTIVES

The main objective is to analyze the student's level of understanding in AI and their awareness in site retargeting and chatbots.

✓ To know the students' knowledge about AI.

✓ To understand their interest in site retargeting.

✓ To find out the benefits of chatbot among students.

✓ To analyze the overall aspects of student's influence on Artificial intelligence (Site retargeting, Chatbot).

✓ To find out the contribution of site-retargeting and chatbot in the growth of marketing.

4. LIMITATIONS

➢ The research is limited to a particular age group.

➢ The respondents are undergraduate students.

➢ Data collection is through google-form, so the perception of the respondent may differ.

5. RESEARCH METHODOLOGY

This article focuses on the analysis about the student's level of understanding in AI and their interest and knowledge in site retargeting and chatbots. The study is based on analytical and primary data, where the data is collected through a closed ended questionnaire. The questionnaire is about artificial intelligence, site retargeting and chatbot which has been collected from 130 responses through google form and by convenient sampling technique out of which 100 respondents were chosen for the analysis.

6. ANALYSIS

This study is based on the general mathematical tools like graphs, charts. All the respondent falls under the same age group. The survey is conducted to find out about the student's knowledge on AI and a few AI trends such as chatbot and site retargeting.

6.1 RQ 1: ARTIFICIAL INTELLIGENCE

SCRUTINIZATION	YES	NO
Will AI impact your private life?	66	34
Will AI impact our jobs?	74	26
Will AI change our industry in next 3 years?	73	27

Source: Primary data

From the above information we collected, it is understood that more than 70% of students feel that AI impact their work life, making work more effective and efficient. It is also being used to improve decision making by providing more accurate and timely insights. AI is also having a major impact on job creation, as it is creating new roles and opportunities for people to specialize in specific areas of AI technology.

6.2 RQ 2: SITE RETARGETING

SCRUTINIZATION	YES	NO
Are you come across the term "SITE RETARGETING"?	44	56
Have you experienced being tracked by the items that searched for?	70	30
Have you ever felt irritated by it?	53	47
Have you purchased any item based on "SITE RETARGETING"?	29	71
Do you feel "SITE RETARGETING" benefit to the growth of Marketing?	67	33

Source: Primary data

From the data we collected, 70% of students experienced that they are being tracked. It is one of the advertising techniques called site retargeting. Some students may think that being tracked violates their privacy and makes them feel unsafe. Sometimes, the data collected by website cookies are inaccurate and over advertise the products, feels frustrated for the students. Respondents strongly believe that site retargeting technique can bring a lot of customers and result in profit inspite of its shortcomings.

6.3 RQ 3: CHATBOT

SCRUTINIZATION	YES	NO
Have you come across the term "CHATBOT"?	63	37
Is "CHATBOT" helpful for you?	57	43
Have you ever come across "CHATBOT"?	66	34
Do you think "CHATBOT" takes too long to respond?	51	49
Do you feel "CHATBOT" benefit to the growth of Marketing?	76	24

Source: Primary data

From the analysis we made, 68% of the students experienced chatbot on online shopping, banking and browsing websites and expressed it is helpful. It even reduces customer service costs. Chatbots keep customer engaged and quickly respond to our queries. Chatbot is a one-time investment that needs no salary and works 24/7. Respondents feel that chatbot will help to the growth of marketing.

7. MAJOR FINDINGS

1. More than 50% of students feel that AI impact our work life.
2. It is to be noted that more than 50% of students expressed that AI will change the industry in next 3 years.
3. There is no awareness in "SITE RETARGETING" among the students.
4. 70% of students have experienced that the items they searched for is tracked and ads are displayed about that product or related products and also expressed that 50% of them feels irritated of site retargeting.
5. Only 30% of students purchased product based on "SITE RETARGETING".
6. Even though 50% of students feel irritated of site retargeting, they also strongly believe that site retargeting pave way to growth of marketing.
7. More than 65% of students are aware of "CHATBOT".
8. They experienced chatbot mostly on banking and browsing websites.
9. 90% of students respond positively, that "CHATBOT" quickly respond to our queries.
10. They feel "CHATBOT" will help to the growth of marketing.

8. CONCLUSION

AI software can be a powerful marketing tool and can help solve complex problems. AI applications are used in every field, such as e-commerce, education, robotics, healthcare, agriculture, gaming, automobiles, finance and marketing. AI is already beginning to transform how people work and how businesses operate to accelerate in the coming years. AI has the potential to improve decision making and create new opportunities for businesses in future. AI has had a significant impact on digital marketing, and chatbot and site retargeting play a vital role. As AI continues to improve, these chatbots can effectively resolve customer issues, respond to simple queries, improve customer service and provide 24/7 support. Chatting with a bot should be like talking to a human who is aware of everything. Chatbots will help marketers reach out to customers in new and innovative ways, and build stronger relationships with their customers. Using AI, marketers will deliver extremely targeted and customized ads with the help of behavioral analysis. Retargeting will become a more valuable tool for

businesses as digital marketing is driven by data. In the subsequent years, retargeting will become an essential part of any successful digital marketing strategy. Overall, these AI chatbots and site retargeting will decide the future development of marketing.

9. REFERENCES

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