

A Study on AI: Customer Feedback and Personalized Marketing Comparison between India and Nigeria

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ABSTRACT

In the world of business, using Artificial Intelligence (AI) has really changed how companies connect with customers. This research looks at how AI can understand what customers think and how it helps make marketing more personal. It explores how AI tools can learn important things from customer feedback, like what people like and how they feel. Then, comes how companies can use these things to make marketing that feels special to each customer. Further, this shows the customer perspective and loyalty along with comparative study of India's AI personalized marketing with Nigeria's AI personalized marketing, by looking at real examples from different businesses. This helps companies build strong relationships with customers and be better than their competitors in today's world that uses a lot of data. The research findings help us see how AI and understand customer feedback are super important for making customers happy and loyal to a brand. The findings underscore the importance of AI in improving client engagement and pride, ultimately fostering loyalty to manufacturers. However, it is miles vital to notice that the effectiveness of AI-powered personalized advertising strategies can vary based totally on cultural, economic, and regulatory elements

Keywords: Artificial Intelligence (AI), Comparative Study, Customer Engagement, Customer Feedback, Personalized Marketing

INTRODUCTION

Artificial intelligence (AI) is rapidly reshaping the marketing landscape, offering the potential to mimic human cognitive functions and revolutionize customer relationships (Yau, Saad, & Chong, 2021). Addressing the innovation challenges that arise from the integration of digital technologies like artificial intelligence into the development of sustainable business models is crucial, especially in relation to the United Nations' Sustainable Development Goals outlined in the 2030 Agenda. These challenges encompass ethical, social, economic, and legal dimensions that need to be carefully managed (Di Vaio in Liew, Liew, Lim, Lim, & Qonitah, 2022). Traditional marketing approaches often fall short in addressing the complexities of customer trust, satisfaction, commitment, engagement, and loyalty. This necessitates the integration of AI to bridge this gap (Gao & Liu, 2022). While AI's applications in interactive marketing have been explored extensively, the concept of personalization remains relatively underexplored in AI marketing research and practices. However, there are valid concerns about the ethical use of AI in marketing, including the potential to manipulate consumer behaviour and compromise privacy.

In the fiercely competitive business environment of today, organizations worldwide are turning to AI to gain a marketing advantage (Obongo, 2023). AI-driven personalized marketing tailor strategies to individual preferences, thereby enhancing customer engagement and fostering loyalty. Understanding customer perspectives and loyalty in the context of AI personalized marketing is crucial, particularly considering variations across cultural, economic, and geographic contexts. To address these aspects, this study focuses on India and Nigeria, two distinct emerging markets.

India, renowned for its thriving tech industry and digitally savvy population, offers an ideal environment for AI adoption (Rafieian & Toubia, 2023). In contrast, Nigeria is witnessing rapid growth in internet penetration and smartphone usage, albeit with regional disparities. Researchers delve into these differences to explore the reception of AI marketing and its impact on loyalty in these two diverse markets (Deolankar, Fong, & Sriram, 2023). The transformation driven by AI personalized marketing, which tailor efforts based on individual customer preferences and behaviours, has the potential to redefine customer engagement and brand loyalty. Deveau, Griffin, and Reis's study (2023) further underscores AI's financial impact on marketing and sales, predicting a significant shift in marketing operations. However, the lack of a coordinated, strategy-focused approach to implementing AI projects remains a challenge in many marketing departments.

Here are some questions which the researchers had answered through this research, those are as follows: (a) How does AI technology enable personalized marketing by understanding and utilizing customer feedback and preferences effectively?; (2) What are the key differences in customer perspectives and loyalty concerning AI personalized marketing strategies between India and Nigeria, and how do these differences impact businesses?; and (3) What could be the future of AI in marketing?

The following are the objectives of this study: (1) To examine the consumer behaviour and to understand AI use in marketing and instruments for better marketing; (2) To examine which of the two nation has better personalization towards customer, with effective and efficient use of AI; and (3) Comparison, analyses and concluding the research target.

LITERATURE REVIEW

In this comprehensive literature review, the researchers delve into the dynamic realm of personalized marketing driven by artificial intelligence (AI) (Sharma & Abhijith, 2023). The exploration of this study begins by examining how customer feedback, coupled with vast reservoirs of customer data, serves as the bedrock for AI-powered personalized marketing strategies. These strategies encompass personalized searches, website interfaces, application user interfaces (UIs), tailored recommendations, and genuinely personalized emails and messages. Furthermore, we undertake a comparative analysis of the extent of personalization in marketing between India and Nigeria, two developing nations characterized by large populations and burgeoning energy demands.

Personalized Marketing: Traditional vs. AI-based Approaches

Personalized marketing revolves around the utilization of customer data to craft marketing messages that cater to individual needs and preferences (Lee, Chakraborty, & Banerjee, 2022). Traditional personalized marketing approaches predominantly encompass segment-based and rule-based methods. In contrast, AI-based approaches leverage sophisticated machine learning algorithms to analyze customer data and generate predictions. The advantages of employing AI in personalized marketing are evident in terms of enhanced accuracy and efficiency. However, it also raises concerns, notably regarding high costs and privacy.

Systematic Literature Review Methodology

This literature review adopts a systematic approach, comprising the collection and evaluation of pertinent studies. Initially, the researchers sourced articles from the ISI Web of Science, with a specific focus on the Social Sciences Citation Index edition. To identify key articles, we filtered for the highest-rated journals across various fields, including marketing, information management, economics, and operations research or management science. This initial search yielded a substantial pool of 466 articles.

Understanding Customer Feedback and Online Reviews

A significant portion of our literature review is devoted to exploring the informativeness and dynamics of customer feedback and online reviews (Kumar, Rajan, Venkatesan, & Lecinski, 2019). These articles delve into how online reviews influence sales, raising questions about their accuracy and representation of the general consumer population. It is observed that online reviews exhibit bias due to factors like self-selection, social influence, and the presence of fake reviews. Furthermore, some studies investigate the application of machine learning techniques to analyze textual consumer feedback, marking a shift toward more advanced methodologies.

AI's Impact on Digital Marketing

Digital marketing involves the utilization of digital media platforms and strategies to promote brands or products, with the primary goal of swiftly attracting both existing consumers and potential new customers (Sumarlinah, Sukesu, & Sugiyanto, 2021). In this context, the integration of artificial intelligence (AI) in digital marketing has become a transformative force. AI augments the digital marketing landscape by introducing advanced tools and capabilities that enable businesses to optimize their marketing efforts with unprecedented precision and efficiency.

Several recent studies have focused on specific contexts within digital marketing as well as customer usage and marketing tactics. One study stands out, evaluating the impact of AI-enabled digital marketing programs on financially vulnerable customers. It underscores the importance of maintaining a human connection for optimal customer engagement and proposes a theoretical model bridging the gap in between financial service marketers and vulnerable customers, the area underserved before.

Transformation of Social Media Marketing with AI

Social media marketing has undergone a significant transformation through the integration of AI. A number of studies have sought to generate the correlation between experience and the stake of findings regarding the AI application in this domain.

Content Marketing: AI's Influence

Content marketing has risen to prominence as a critical marketing tool, with AI-powered techniques playing a pivotal role in content creation and curation. These developments have revolutionized content marketing strategies by harnessing the power of AI.

Experiential Marketing in the AI Era

Experiential marketing represents one of the highly evolving investments influential market (Ahlstrom, 2012). The researchers have explored various facets of AI-driven marketing, including value-focused initiatives towards marketing by AI, implications of AI-powered marketing on market theory, and the priority of marketers in the context of AI-driven marketing. These studies shed light on the evolving landscape of experiential marketing in the AI era.

AI's Influence on Strategic Marketing and Decision-Making

AI's impact extends to various day-to-day business processes. Studies have investigated critical antecedents of such marketing, highlighting the creative possibilities offered by AI in addition to its rational applications.

Marketing Operations in the Age of AI

Marketing Technology has emerged as a burgeoning field, emphasizing marketing automation and digital adoption (Huang & Rust, 2021). A seminal study by Stone et al. serves as a reference in understanding AI implications in marketing strategy and decision-making processes. AI-powered marketing has the potential to transform various marketing functions, as demonstrated by real-time use cases and quantitative studies.

AI's Role in Market Research

While data mining is well-researched in data sciences, its application in the marketing domain remains relatively limited. Studies have explored the soft factors of sales and marketing jobs in the era of extreme digitization. Additionally, an extensive study has outlined a strategic framework for AI in marketing, categorizing AI adoption into mechanical, thinking, and feeling AI.

Connecting the Dots: AI in Personalized Marketing for Fashion and Apparel

Our research aims to bridge the gap between AI's role in personalized marketing and the fashion and apparel industry. We explore how AI can create personalized marketing strategies that cater to individual customer needs. Drawing from real-world examples and academic research, we analyze how AI can understand customer sentiment, enhance conversational AI interactions, decipher consumer heuristics, and identify customer needs using advanced machine learning techniques.

In conclusion, this extensive literature review offers a profound insight into the evolving landscape of AI-driven personalized marketing (Chintalapati & Pandey, 2021). We have scrutinized the transformation of traditional marketing approaches into AI-powered strategies, shedding light on both their advantages and concerns. The systematic literature review serves as a robust foundation for our research, drawing from a rich pool of knowledge across multiple domains.

This research agenda seeks to unravel AI's continuous transformation across the marketing landscape, encompassing customer experience, marketing operations, decision-making processes, and market research. As AI continues to evolve, its influence on marketing functions will persist, ultimately reshaping the way companies engage with customers and develop marketing strategies

Theoretical Background

Artificial Intelligence (AI)

AI refers to the application of advanced computer algorithms and machine learning techniques to analyze data, make predictions, and automate various tasks within the field of marketing. Artificial intelligence for personalization in marketing is vital for successful campaigns as businesses aim to build stronger connections with customers. Artificial intelligence empowers organizations to deliver tailored experiences that cater to individual customer preferences.

Artificial Intelligence Marketing (AIM), harnesses the power of AI to streamline the intricate process of managing and analyzing vast volumes of data and information associated with the marketing mix (Yau, Saad, & Chong, 2021). The ultimate objective is to derive valuable insights and generate knowledge that can inform marketing strategies and decision-making.

AI has emerged as a transformative force in the field of marketing, bringing about numerous advancements and opportunities (Lee, Chakraborty, & Banerjee, 2022). Several key aspects of AI in marketing have reshaped the way businesses interact with their customers:

Customer Insights and Personalization

AI helps marketers in collecting and analyzing the vast data including online working, preferences and purchases as well as history of the consumers. Which further serves as the foundation for making successful personalized marketing campaigns, recommendations and chained content that relates with the individual consumer.

Predictive Analytics

Prediction power of AI can forecast future trends and customer behaviour. As for the marketer, it helps them in making price strategies, inventory management, content as well as in decision making.

Chatbots and Customer Service

For elevating the customer engagement and quality service, there are instant response services provided in the form of Chat Bots and Virtual Assistants to the customer inquiries. These Chat Bots also assists in leading generation and qualifications, streamlining the customer path.

Content Creation

AI has capability to generate content, include product descriptions, social media posts and even writings. While human supervision may still be necessary, these tools greatly enhance content generation, leading to increased productivity and efficiency.

Marketing Automation

AI streamlines repetitive marketing functions like email campaigns, lead nurturing and social media updates. Moreover, it simplifies audience segmentations for more precise and personalized communications.

Ad Campaign Optimization

AI algorithms continually refine digital advertising campaigns in real-time by optimizing ad placement, targeting and budgets to achieve the highest levels of effectiveness and maximize return on investment (ROI).

Voice and Image Recognition

Voice and image recognition technologies driven by AI are crucial components in optimizing voice search and visual search, streamlining the way customers discover products and information.

Customer Behaviour Analysis

AI assesses customer sentiment through social media and various online channels, empowering marketers to measure public sentiments and make necessary adjustments to ensure alignment with customer expectations.

Marketing Attribution

AI aids in attributing conversions and sales to particular marketing channels and campaigns, allowing marketers to allocate budgets with greater efficiency and fine-tune their marketing strategy.

Competitive Analysis

AI tools observe and analyze the online actions of competitors, offering valuable insights into their tactics and performance, assisting marketers in staying competitive in the continuously evolving landscape.

Marketing and AI Tools

The studies on AI and customized advertising and marketing are a highly new but rapidly developing discipline, garnering considerable attention in current years (Ameen, Tarhini, Reppel, & Anand, 2021). AI has basically altered the manner agencies interact with their clients, with personalized advertising and marketing standing out as considered one of its most impactful programs. This studies goals to delve into how AI can allow corporations to advantage insights into purchaser sentiments and feelings, leveraging this knowledge to create enormously personalised marketing campaigns. Such campaigns, tailored to person preferences, foster stronger client relationships and beautify emblem loyalty.

Furthermore, the study features a comparative observe of AI-powered personalised marketing in numerous countries, India and Nigeria. This evaluation involves inspecting actual-global examples from diverse businesses, offering a deeper knowledge of patron views and loyalty in these distinct markets. by way of scrutinizing the findings, groups can glean insights that empower them to cultivate stronger consumer relationships and bolster their competitiveness in brand new information-driven world.

Personalized Marketing in India and Nigeria

Personalized advertising strategies in India and Nigeria exhibit outstanding variations because of versions in cultural, financial, and technological factors. While both international locations are experiencing increase in personalised advertising, their procedures may also diverge in numerous key methods as follows.

Cultural Diversity

India is renowned for its wealthy cultural variety, characterized through several languages, religions, and traditions. Customized advertising and marketing in India frequently entail tailoring messages and content material to unique cultural segments inside the USA, necessitating a know-how of those cultural nuances for successful campaigns. Nigeria stocks similar variety, with over 250 ethnic corporations and languages. powerful personalised marketing in Nigeria calls for attention of this range, often related to local and cultural targeting to resonate with one of kind segments of the population.

Economic Disparities

India exhibits a huge variety of economic disparities, with a large middle magnificence coexisting along pockets of poverty. personalised advertising in India may also involve adjusting pricing techniques and product offerings to cater to diverse income levels. Nigeria also reports disparity of monetary, however the distribution is unique due to regional versions in wealth. Customized advertising in Nigeria might also involve adapting strategies to the monetary conditions ordinary in unique areas.

Digital Adoption

India boasts a well-set up tech industry and an excessive stage of virtual adoption, specifically in city areas. This helps the usage of advanced AI-driven personalized marketing technologies and structures. Nigeria is experiencing rapid growth in digital adoption, especially in city facilities. however, virtual infrastructure and get entry to can range across regions, necessitating flexibility in customized advertising strategies.

Regulatory Surroundings

India has applied statistics protection regulations together with the private statistics safety invoice, impacting how corporations can collect and use customer facts for personalised advertising. Nigeria has its statistics safety laws as well, with the Nigeria facts protection regulation (NDPR) enforcing requirements on data handling and privacy, influencing customized advertising practices.

Customer Behaviour

Indian clients have become more and more digitally savvy and acquainted with customized online studies. they will have better expectancies for customized advertising and marketing. Nigerian purchasers also are embracing online platforms. However, their choices and behaviours can also differ from the ones in India. knowledge these differences is critical for powerful personalized marketing.

Language and Conversation

Multilingual advertising is not unusual in India, where specific regions have their languages. powerful verbal exchange may also require translations and edition of advertising and marketing substances. Similar to India, language variety is an attention in Nigeria, in which English is the professional language however various indigenous languages are spoken. marketing substances frequently need to be localized to resonate with one of a kind linguistic company.

In end, this theoretical heritage provides a complete review of AI's function in marketing and the nuances of personalised advertising within the diverse landscapes of India and Nigeria. knowledge those complexities is critical for companies aiming to harness the energy of AI in crafting effective personalised advertising techniques tailored to the particular traits of every marketplace.

RESEARCH METHOD

The significance of artificial intelligence (AI) in marketing is on the rise, driven by factors such as the increasing computational capabilities, reduced computing costs, the abundance of big data, and advancements in machine learning algorithms and models (Huang & Rust, 2021). AI finds broad applications across various marketing domains. For instance, Amazon.com employs drones through its Prime Air service to automate shipping and delivery processes. Domino's Pizza is in the experimental phase of utilizing autonomous cars and delivery robots for pizza delivery directly to customers' doorsteps. Replika, a chatbot powered by machine learning, offers emotional support to consumers by emulating their communication styles. It has been suggested that AI will substantially transform the future of marketing. However, current academic research in marketing inadequately guides how to harness the advantages of AI effectively.

The scholarly literature on AI in marketing can be categorized into four primary streams. These encompass technical AI algorithms designed to address specific marketing challenges, investigations into customers' psychological responses to AI, examinations of the societal and employment impacts of AI, and explorations of managerial and strategic considerations associated with AI.

To facilitate the strategic integration of AI into marketing endeavors, we introduce a three-stage framework encompassing marketing research, strategic marketing planning, and actionable marketing implementation infused with AI capabilities. This strategic AI framework adopts a nuanced perspective, drawing from the technical evolution of AI, existing studies on AI's intersection with marketing, and anticipated future AI applications. It serves as a treasured tool for crafting strategic marketing plans, organizing present AI advertising research, and figuring out gaps in AI advertising and marketing literature. This paper contributes to the strategic deployment of AI in advertising via setting up a scientific and actionable framework for guiding AI's position in advertising and marketing strategy.

This study pursues to analyze the impact of AI-driven personalised advertising on customer conduct and loyalty, with a focal point at the various markets of India and Nigeria. The technique is designed to offer a scientific approach to accumulating, reading, and deciphering records to address the research goals and research questions mentioned in the advert.

Statistics Collection

To conduct the studies, facts were amassed through a mixture of strategies. Firstly, an extensive literature evaluation was carried out to gather current know-how and insights on AI in advertising and marketing and customized advertising. This included educational papers, journals, and industry reports. Moreover, number one statistics were turned into amassed through surveys and interviews with advertising professionals and clients in both India and Nigeria.

Facts Evaluation

The accrued statistics were analyzed to evaluate the usage of each quantitative and qualitative research strategies. Quantitative information from surveys was statistically analyzed to pick out traits and styles in customer views and behaviour. Qualitative information from interviews and open-ended survey questions furnished in-depth insights into purchaser attitudes closer to AI personalized advertising and marketing.

Comparative Observe

The comparative has a look at between India and Nigeria worried in a depth analysis of the information accumulated from both nations. Key variations and similarities in customer perceptions, alternatives, and loyalty in the context of AI customized advertising were recognized and examined.

Real-World Examples

Actual-world examples from numerous groups in India and Nigeria were studied to demonstrate the sensible utility of AI personalized advertising and marketing. These examples furnished concrete proof of the effectiveness of AI-driven strategies in constructing robust customer relationships and gaining an aggressive area.

This research methodology outlines a comprehensive and systematic approach to investigating the impact of AI-driven customized advertising on client behaviour and loyalty in India and Nigeria. By way of combining qualitative and quantitative methods, adhering to moral issues, and addressing boundaries, the examine targets to offer treasured insights into the complicated dynamics of AI advertising and marketing in diverse markets. The research findings will contribute to a deeper understanding of personalized marketing and its implications for businesses operating in these countries and beyond.

RESULTS

The based findings of the research, as provided via Lee, Chakraborty, & Banerjee in 2022, screen the profound impact of artificial intelligence (AI) on the sphere of advertising and marketing, with a selected recognition on customized advertising in India and Nigeria. These findings spotlight numerous key components: AI's effect on advertising and marketing.

The research underscores that AI is rapidly remodeling the advertising and marketing landscape by using presenting the capacity to emulate human cognitive capabilities. Conventional advertising techniques frequently fall quick when coping with the intricacies of customer accept as true with, satisfaction, dedication, engagement, and loyalty. AI is diagnosed as an answer capable of bridging this hole through significantly improving how corporations engage with their clients.

Personalization in AI Advertising and Marketing

Whilst AI has found considerable programs in interactive advertising and marketing, the idea of personalization stays fantastically underexplored inside the domain of AI advertising research and practices. But there is developing challenge about the moral use of AI in marketing, especially regarding its capacity to govern consumer conduct and compromise privacy.

Competitive Advantage

Companies across the globe are an increasing number of turning to AI as a means of gaining a competitive aspect in the market. AI-driven personalized advertising and marketing is particularly recounted for its potential to customize marketing strategies to person choices, leading to improved patron engagement and, in flip, fostering customer loyalty.

Consciousness on India and Nigeria

This examine particularly concentrates on two wonderful rising markets: India and Nigeria. India, with its thriving tech enterprise and digitally savvy population, affords an excellent surrounding for the adoption of AI technology in marketing. In evaluation, Nigeria is experiencing rapid increase in internet penetration and telephone utilization, despite the fact that regional disparities exist.

Real-global Examples

The studies incorporate actual-international examples from agencies running in India and Nigeria to demonstrate the sensible utility of AI in customized advertising. These examples function concrete evidence of the effectiveness of AI techniques in constructing and nurturing client relationships, in addition to gaining a competitive gain. In precise, the findings of this take a look at underscore the pivotal function that AI plays in enhancing advertising and marketing practices. It has the capacity to bridge the gaps left by using conventional marketing techniques, enabling corporations to recognize and interact with their customers on a deeper stage. but, it's crucial to well known that the effectiveness of AI-pushed customized advertising can vary relying on contextual factors consisting of subculture, economics, and law. The examinees unique awareness on India and Nigeria offers treasured insights into how these numerous markets adapt to AI technology. The findings emphasize the need for nuanced techniques to navigate the precise challenges and possibilities provided by using these areas. Usual, the research sheds mild at the dynamic and multifaceted nature of AI-pushed personalized marketing, presenting treasured steering for companies looking for to navigate these markets effectively. The dependent findings provided by means of Lee, Chakraborty, & Banerjee in 2022 contribute to a deeper information of AI's transformative function in advertising, emphasizing the importance of personalized advertising and marketing in emerging markets. Those findings underscore the potential of AI to bridge the gaps in conventional advertising processes and notably enhance consumer interactions. however, additionally they spotlight the need for moral issues in AI advertising and the significance of thinking about the specific contexts of diverse markets like India and Nigeria. As businesses worldwide are seeking to benefit a competitive part, the observer's popularity of AI-pushed customized advertising's ability to tailor strategies to individual choices and foster customer loyalty is precious. The real-global examples supplied inside the research exhibit the realistic effectiveness of AI in building sturdy customer relationships and gaining an aggressive gain. In summary, the study gives a complete view of the transformative strength of AI in advertising and marketing. It not best gives theoretical insights however also sensible examples of AI's impact. It recognizes the significance of know-how cultural, monetary, and regulatory variations in numerous markets, offering steerage for groups aiming to navigate those complexities efficaciously. usual, the findings serve as a precious aid for organizations looking to harness the potential of AI in marketing, specifically in emerging markets like India and Nigeria

DISCUSSION

The findings emphasize the capability blessings for groups, together with stronger purchaser consider, pride, engagement, and loyalty. Personalization in AI advertising and marketing is identified as a key strategy, even though it comes with ethical worries. The study underscores the importance of adapting AI strategies to nearby nuances, which include records privateness and regulatory differences.

Challenges for India

Statistics Privatness and Protection

The implementation of AI in marketing faces demanding situations in adhering to India's strict records privacy necessities, particularly for smaller agencies, with the advent of the personal fact safety bill.

Digital Divide

Notwithstanding India's thriving tech industry, the virtual divide remains a big obstacle, limiting the reach of AI-driven marketing efforts due to a lack of internet get right of entry to for a sizeable portion of the population.

Cultural Diversity

India's wealthy cultural diversity and local versions necessitate exceptionally adaptable marketing techniques to cater to various cultural and linguistic possibilities.

Regulatory Compliance

Navigating India's complex regulatory framework poses a frightening assignment, as groups must follow both federal and state-degree regulations to keep away from prison issues.

Demanding Situations for Nigeria

Regulatory Environment

Nigeria, whilst experiencing speedy increase in net penetration and smartphone usage, lacks regulatory clarity for technology and data usage. This ambiguity creates uncertainty for corporations using AI in advertising and marketing.

Infrastructure and Connectivity

Disparities in internet connectivity and infrastructure between urban and rural areas in Nigeria pose a project for making sure that AI marketing campaigns reach the complete U.S.A.

Language Range

Nigeria's linguistic diversity, with numerous ethnic agencies and languages, calls for tailoring advertising and marketing content material to correctly interact those numerous linguistic businesses.

Patron Skepticism

Like consumers elsewhere, Nigerian customers may be skeptical about how their records are used, which makes constructing trust in AI-driven marketing a gradual manner.

Financial Disparities

Monetary disparities between areas in Nigeria imply that advertising techniques powerful in wealthier areas will not be appropriate for less economically advanced areas. The research underscores the need for organizations to deal with the particular challenges presented by way of the numerous and dynamic markets of India and Nigeria when implementing AI in advertising. This entails adapting to neighborhood guidelines, cultural diversity, facts privacy, and infrastructure disparities. moreover, it highlights the ability advantages of personalized AI advertising in enhancing patron delight and loyalty, even as additionally acknowledging the ethical issues surrounding facts utilization. In addition, research in this location must discover the evolving regulatory environments in these countries and their worldwide implications. Your research is a valuable useful resource for agencies seeking to leverage AI of their marketing efforts in those regions, providing insights into each demanding situations and opportunities.

CONCLUSION

In conclusion, this research has illuminated the transformative power of synthetic Intelligence (AI) inside the realm of advertising, especially inside the domain of personalised marketing. The observation has proven that AI has revolutionized how groups understand and interact with their clients, allowing them to create rather customized advertising campaigns that resonate with person options and behaviours.

The findings underscore the importance of AI in improving client engagement and pride, ultimately fostering loyalty to manufacturers. However, it is miles vital to notice that the effectiveness of AI-powered personalized advertising strategies can vary based totally on cultural, economic, and regulatory elements.

AI has revolutionized the manner groups engage with their customers. The research explores how AI can understand consumer feedback and use it to create customized marketing that feels unique to every purchaser. The examine additionally presents a comparative evaluation of India's and Nigeria's AI personalized advertising by means of searching at actual examples from distinct corporations. The findings advocate that AI and client comments are vital for making clients satisfied and loyal to a brand.

Through a comparative evaluation of India and Nigeria, wonderful rising markets, this research has supplied insights into the nearby nuances of AI personalized advertising. It has found out that whilst the principles of personalised advertising remain well-known, the implementation.

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DECLARATION OF CONFLICTING INTERESTS

The authors of this research claim no ability conflicts of hobby. We confirm that there are no financial, non-public, or expert affiliations that would be perceived as influencing the integrity of the research findings or the objectivity of the conclusions drawn on this take a look at. Our commitment is to behavior studies with transparency, impartiality, and integrity, ensuring the reliability and credibility of our studies results.

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