

Exploring AI Applications in Nano Marketing

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Abstract— This study explores the intersection of artificial intelligence (AI) and nano marketing, aiming to elucidate the multifaceted role of AI in shaping contemporary marketing strategies. Employing a systematic literature review methodology, the research examines secondary data sources encompassing academic journals, conference proceedings, and industry reports. By synthesizing insights from existing literature, the study offers a comprehensive understanding of AI applications in nano marketing, focusing on hyper-personalization, consumer engagement optimization, ethical considerations, and emerging trends. The findings underscore the transformative potential of AI in enhancing marketing effectiveness through tailored messaging, real-time adaptation, and improved customer targeting. Moreover, the study highlights the significance of addressing ethical concerns such as data privacy and algorithmic bias in AI-driven marketing practices. Additionally, the research identifies emerging trends, including real-time personalization and integration with augmented reality (AR) and virtual reality (VR) technologies, shaping the future of AI-driven nano marketing. Practical implications derived from this study provide actionable insights for marketers to leverage AI technologies effectively, fostering innovation and maintaining competitive advantage in the dynamic marketing landscape

Index Terms- Artificial Intelligence (AI), Cross-Industry Comparisons, Ethical Considerations, Hyper-personalization, Nano Marketing

I. INTRODUCTION

The intersection of artificial intelligence (AI) and marketing has sparked profound transformations in the way businesses engage with consumers, particularly within the realm of nano marketing. Nano marketing, characterised by its hyper-personalized approach to consumer targeting and communication, has emerged as a pivotal strategy for brands seeking to navigate the complexities of the digital landscape. As AI technologies continue to evolve, their integration into nano marketing practices holds significant implications for enhancing consumer experiences,

driving engagement, and ultimately, fostering brand loyalty (Durmuş Şenyapar & H. Nurgül, 2024). In this rapidly evolving landscape, understanding the intricate dynamics of AI applications in nano marketing becomes imperative. This introduction serves to contextualize the research problem within the broader marketing discourse, delineate the objectives guiding this study, and underscore the rationale for utilizing secondary data sources. Within the context of contemporary marketing, the convergence of AI and nano marketing represents a paradigm shift in consumer engagement strategies. AI-powered tools and algorithms empower marketers to glean actionable insights from vast troves of data, enabling them to deliver personalized experiences tailored to individual preferences and behaviours (R. D. Santy et al., 2021). Moreover, AI facilitates real-time adaptation and optimization of marketing campaigns, allowing brands to dynamically respond to changing consumer trends and market dynamics (C. Campbell et al., 2020). Despite the transformative potential of AI in nano marketing, several critical questions warrant exploration. This study seeks to address key research objectives, including the examination of AI's role in enabling hyper-personalization, analysis of its effectiveness in optimizing consumer engagement, exploration of ethical considerations, and identification of emerging trends (T. Davenport et al., 2020; B. Peyravi et al., 2020). The utilization of secondary data sources offers a robust foundation for this inquiry. By synthesizing insights from existing literature and empirical studies, this research endeavors to contribute to a nuanced understanding of AI's integration and impact on nano-marketing practices (H. Li, 2019). Moreover, leveraging secondary data enables a cost-effective and time-efficient approach, ensuring the rigour and validity of the study findings (U. Kose & S. Sert, 2017). Through this comprehensive exploration, this study aims to shed light on the evolving landscape of AI-powered nano marketing, offering insights that can inform

strategic decision-making and drive innovation in marketing practice and theory.

II. RESEARCH OBJECTIVES

This research seeks to elucidate the multifaceted role of AI in shaping nano-marketing strategies, addressing the following key objectives:

1. To examine the applications of AI in enabling hyper-personalization and Individualised communication in nano marketing.
2. To construct an integrated framework that consolidates insights from various aspects of AI applications in nano marketing
3. To identify emerging trends and delineate future research directions in AI-driven nano marketing
4. To facilitate cross-industry comparisons of AI applications in nano marketing, contributing to a deeper understanding of AI's generalizability and effectiveness across different sectors.

III. REVIEW OF LITERATURE

Durmuş Şenyapar, H. Nurgül (2024): The main objective of this study was to comprehensively explore the integration and impact of AI in marketing communication. The study focused on elucidating various applications of AI in marketing communication, including personalized messaging, predictive analytics, and chatbots. The research methodology involved a comprehensive review of existing literature, case studies, and empirical evidence to analyze the integration of AI in marketing communication. The findings highlighted the significant role of AI technologies in enhancing marketing effectiveness through personalized communication, targeted advertising, and improved customer engagement. The study suggested further exploration into the ethical implications and long-term effects of AI adoption in marketing communication strategies.

R. D. Santy, M. I. Habibillah, Y. R. Dimiyati, V. S. S. Nofia, S. Luckyardi, T. V. L. Gaol, D. Oktafiani (2021): The main objective was to investigate the use of AI for auto personalization function in social media marketing. The study focused on exploring how AI can enhance user engagement and conversion rates through auto personalization in social media

marketing. The research methodology involved empirical research and data analysis to examine the impact of AI-driven auto personalization on social media marketing campaigns. The findings emphasized the potential of AI-driven auto personalization to improve user engagement and conversion rates in social media marketing, while also highlighting ethical considerations such as data privacy and algorithmic bias. The study suggested implementing transparent and ethical AI practices to address concerns related to data privacy and algorithmic bias in social media marketing.

C. Campbell, S. Sands, C. Ferraro, H. Y. (Jody) Tsao, A. Mavrommatis (2020): The main objective was to explore how marketers can leverage AI to translate data into actionable insights. The study focused on elucidating the role of AI in transforming data into actionable insights for marketing decision-making. The research methodology involved empirical research, case studies, and interviews with marketing professionals to analyze the integration of AI in marketing decision-making processes. The findings emphasized the potential of AI technologies to analyze vast amounts of data and generate actionable insights for marketers, enabling more effective targeting, segmentation, and campaign optimization. The study suggested investing in AI-driven analytics tools and technologies to improve marketing decision-making and recommended further research on the integration of AI in marketing strategy development.

T. Davenport, A. Guha, D. Grewal, T. Bressgott (2020): The main objective was to explore how AI will change the future of marketing. The study focused on elucidating the transformative impact of AI on various aspects of marketing, including customer engagement, data analysis, and campaign optimization. The research methodology involved a literature review, expert interviews, and case studies to analyze the potential of AI in reshaping marketing practices. The findings underscored the significant role of AI in driving marketing innovation, enabling more personalized and data-driven marketing strategies, and improving overall marketing effectiveness. The study suggested embracing AI technologies to stay competitive in the evolving marketing landscape and recommended further research on emerging AI applications in marketing.

A. Pearson (2019): The main objective was to explore personalization strategies using AI in digital and social media marketing. The study focused on elucidating how AI can enable personalized messaging and targeted advertising in digital and social media marketing campaigns. The research methodology involved a literature review and case studies to analyze the effectiveness of AI-driven personalization strategies in digital marketing. The findings underscored the role of AI in delivering targeted messages to individual consumers based on their preferences and behaviours, thereby improving marketing effectiveness and ROI. The study suggested leveraging AI technologies to enhance personalization efforts in digital marketing and recommended further research on the ethical implications of AI-driven personalization.

H. Li (2019): The main objective was to introduce artificial intelligence and its applications in advertising. The study focused on providing an overview of AI technologies and their potential applications in advertising campaigns. The research methodology involved a literature review and analysis of existing research to examine the role of AI in advertising. The findings highlighted various AI applications in advertising, including personalized advertising, content recommendation systems, and predictive analytics, leading to improved targeting and campaign effectiveness. The study suggested exploring the ethical implications and societal impacts of AI-driven advertising and recommended further research on the effectiveness of AI-driven advertising campaigns.

U. Kose, S. Sert (2016): The main objective was to explore intelligent content marketing using AI technologies. The study focused on elucidating how AI can enhance content marketing strategies through intelligent content creation and distribution. The research methodology involved empirical research and case studies to analyze the integration of AI in content marketing practices. The findings emphasized the potential of AI technologies to automate content creation, optimize content distribution, and personalize content recommendations, leading to improved engagement and conversion rates. The study suggested adopting AI-driven content marketing tools and platforms to improve content strategy

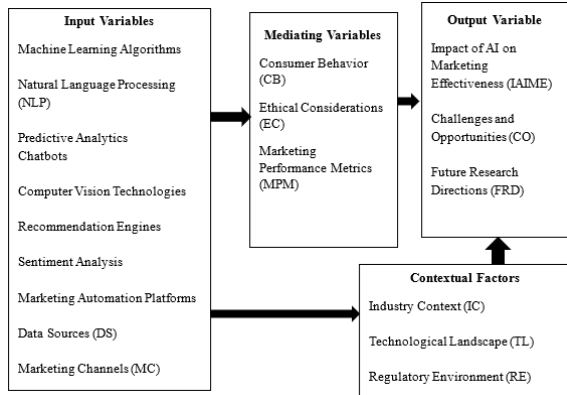
effectiveness and recommended further research on the impact of AI in content marketing.

Table 1: Methodological Framework for Conducting a Comprehensive Literature Review on Artificial Intelligence in Marketing

Literature Review Process	Description
<i>Identification of Relevant Sources</i>	Researchers searched academic databases, such as Google Scholar, PubMed, and IEEE Xplore, and accessed reputable journals and conference proceedings.
<i>Use of Keywords</i>	Keywords such as "artificial intelligence in marketing," "nano marketing," "AI-driven marketing," "personalization in marketing," and "consumer behaviour and AI" were used.
<i>Screening and Selection</i>	Titles and abstracts were screened to identify relevant studies meeting inclusion criteria such as relevance to the research topic and recent publication dates.
<i>Inclusion Criteria</i>	Studies meeting inclusion criteria, including relevance, empirical research design, publication in peer-reviewed journals, and recent publication dates, were selected.
<i>Data Extraction and Synthesis</i>	Information from selected studies, including author names, publication years, objectives, methodologies, major findings, and recommendations, was extracted and synthesized.
<i>Critical Analysis</i>	The findings were critically analyzed to assess research methodologies, and validity of findings, and identify limitations or biases.
<i>Integration and Interpretation</i>	Synthesized findings were integrated into the literature review narrative to provide a comprehensive overview of the current state of research.

Source: Author's work

4. Conceptual Framework for AI Applications in Nano Marketing



Source: Developed by Author

Figure 1: Conceptual Model for AI Applications in Nano Marketing

IV. METHOD

This research adopts a systematic approach to investigate the integration and impact of artificial intelligence (AI) in nano marketing through the analysis of secondary data sources. The literature review process involves comprehensive identification, screening, selection, extraction, analysis, and integration of relevant sources to explore AI applications in nano marketing. Academic databases such as Google Scholar, PubMed, and IEEE Xplore are systematically searched using keywords related to AI in marketing, nano marketing, AI-driven marketing, personalization in marketing, and consumer behaviour and AI. Titles and abstracts of the search results are screened to identify studies meeting inclusion criteria such as relevance to the research topic, empirical research design, publication in peer-reviewed journals, and recent publication dates. Selected studies are then subjected to data extraction and synthesis, where information on author names, publication years, objectives, methodologies, major findings, and recommendations are extracted and synthesized. The synthesized findings are critically analyzed to assess research methodologies, and validity of findings, and identify limitations or biases. Finally, the synthesized findings are integrated into the literature review narrative to provide a comprehensive overview of the current state of research on AI in nano marketing.

Table 2: Examination of AI Applications in Hyper-Personalization and Individualised Communication

Aspect	Description
<i>Role of AI in Facilitating Hyper-Personalization</i>	AI utilizes advanced machine learning algorithms and data analytics techniques to tailor content and messaging.
	Hyper-personalization enhances marketing effectiveness by delivering tailored content, increasing consumer engagement.
<i>Individualised Communication</i>	AI facilitates Individualised communication, allowing marketers to create messages tailored to each consumer.
	Natural language processing (NLP) algorithms interpret consumer data for personalized communication channels.
	AI-powered chatbots engage consumers in real time, providing personalized responses and recommendations.
	Personalized communication fosters trust, loyalty, and satisfaction, leading to higher conversion rates.

Source: Author's work

V. CONSTRUCTION OF AN INTEGRATED STRATEGIC FRAMEWORK

The study reveals that synthesizing insights from various AI applications leads to the development of a comprehensive framework for nano marketing (Durmuş Şenyapar & H. Nurgül, 2024; T. Davenport et al., 2020). By consolidating findings from studies on personalized messaging, predictive analytics, and chatbot deployment, marketers can streamline their AI-driven marketing strategies. Integrating insights from personalized messaging studies emphasizes the importance of tailoring messaging strategies to resonate effectively with target audiences, potentially driving higher conversion rates and improving overall marketing ROI (Durmuş Şenyapar & H. Nurgül, 2024). Similarly, leveraging predictive analytics

enables marketers to anticipate consumer behaviour more accurately, optimizing resource allocation and campaign effectiveness (T. Davenport et al., 2020). Furthermore, optimizing chatbot deployment enhances customer interactions by providing personalized assistance, ultimately leading to cost savings and efficiency gains for businesses (Durmuş Şenyapar & H. Nurgül, 2024).

6.1 Implementation Plan for Optimizing Nano Marketing Strategies Using AI

To optimize nano marketing strategies effectively, it's crucial to implement a structured approach that integrates advanced AI-driven techniques while maintaining ethical standards and ensuring seamless cross-channel integration.

In Phase 1, conducting an AI Integration Assessment for Nano Marketing lays the foundation. This involves evaluating current strategies and identifying where AI can enhance personalization and real-time adaptation. It also includes selecting suitable AI platforms or solutions tailored to nano marketing objectives.

Moving to Phase 2, Pilot Nano Marketing Campaigns allows for practical application and data collection. By launching pilot campaigns, teams can refine AI algorithms and strategies based on insights gathered from consumer interactions and campaign performance metrics.

Phase 3 involves Full-Scale AI Deployment in Nano Marketing, where successful pilot strategies are rolled out across all relevant channels and touchpoints. Training and support for marketing teams ensure they are proficient in utilizing AI tools effectively.

Finally, Phase 4 emphasizes Continuous Optimization and Adaptation. Monitoring campaign performance and consumer feedback enables teams to identify optimization opportunities continually. A/B testing and experimentation with different AI models and tactics further refine strategies for ongoing success in nano marketing efforts.

By following this structured implementation plan, organizations can leverage AI-driven technologies to enhance hyper-personalization, real-time adaptation,

and ethical deployment within their nano-marketing strategies, ultimately driving improved consumer engagement and business outcomes.

Table 3: Identification of Emerging Trends and Future Directions in AI-driven Nano Marketing

Emerging Trends and Future Directions	Description
<i>Analyzing Current Trends</i>	Insights from studies by B. Peyravi et al. (2020) and T. Davenport et al. (2020) shed light on emerging trends such as real-time personalization and integration with AR/VR technologies.
<i>Real-time Personalization</i>	Emerging trends indicate a shift towards real-time personalization in nano marketing. By leveraging AI technologies, marketers can dynamically adjust content and offers based on immediate consumer interactions, enhancing relevance and engagement.
<i>Integration with AR/VR Technologies</i>	The study highlights the growing integration of AI-driven nano marketing with augmented reality (AR) and virtual reality (VR) technologies. By harnessing the immersive capabilities of AR/VR, marketers can create interactive and engaging experiences that resonate with consumers on a deeper level.
<i>Emphasis on Ethical Marketing Practices</i>	Insights from the research suggest a need for transparent and responsible AI deployment, addressing concerns.

Source: Author's work

Table 4: Facilitation of Cross-Industry Comparisons in AI-driven Marketing

Facilitation of Cross-Industry Comparisons	Description
<i>Analysis of AI Applications Across Sectors</i>	Comparative analysis reveals sector-specific nuances in the utilization of AI technologies for personalized communication, predictive analytics, and consumer engagement.
<i>Identification of Commonalities and Differences</i>	While e-commerce platforms prioritize AI-driven personalization to enhance user experience and drive sales, healthcare organizations leverage AI for diagnostic purposes and personalized patient care.
<i>Insights for Marketers</i>	Understanding sector-specific preferences and challenges enables marketers to optimize the effectiveness of AI-driven marketing initiatives and capitalize on emerging opportunities in their respective industries.
<i>Implications for Future Research</i>	Future studies may focus on examining the scalability of AI-driven marketing strategies and assessing their long-term impact on industry dynamics and consumer behavior.
<i>Driving Innovation and Collaboration</i>	Insights gleaned from cross-industry comparisons can inspire novel approaches and strategies, facilitating continuous improvement and adaptation to evolving market trends and consumer preferences.

Source: Author's work

VI. Major Findings and Implications

7.1 Major Findings:

- *Role of AI in Nano Marketing:* AI technologies, including machine learning algorithms, natural language processing (NLP), predictive analytics,

chatbots, and recommendation engines, play a pivotal role in enabling hyper-personalization and Individualised communication in nano marketing. These tools empower marketers to deliver personalized experiences tailored to individual preferences and behaviours, thereby enhancing consumer engagement and fostering brand loyalty.

- *Integration of AI into Marketing Strategies:* The study reveals that AI integration in marketing strategies facilitates real-time adaptation and optimization of campaigns, allowing brands to dynamically respond to changing consumer trends and market dynamics. By leveraging AI-driven analytics tools, marketers can translate vast amounts of data into actionable insights, enabling more effective targeting, segmentation, and campaign optimization.
- *Ethical Considerations:* Ethical considerations such as data privacy, transparency, and fairness emerge as significant concerns in AI applications in marketing. The study highlights the importance of prioritizing ethical deployment practices to address issues such as algorithmic bias and consumer trust, ensuring regulatory compliance and maintaining brand reputation.
- *Emerging Trends and Future Directions:* Emerging trends in AI-driven nano marketing include real-time personalization, integration with augmented reality (AR) and virtual reality (VR) technologies, and an emphasis on ethical marketing practices. These trends underscore the need for continuous innovation and adaptation to evolving consumer preferences and technological advancements.

VII. IMPLICATIONS

- *Integration of AI into Nano Marketing Strategies:* The integration of AI into nano marketing strategies offers significant benefits, including real-time adaptation and optimization of campaigns. By leveraging AI-driven analytics tools such as machine learning algorithms, Natural Language Processing (NLP), and predictive analytics, nano marketers can analyze vast amounts of data and generate actionable insights for more effective targeting, segmentation, and

campaign optimization tailored to individual consumers.

- **Personalized Nano Marketing Strategies:** Implementing AI-driven personalization techniques tailored specifically for nano marketing allows for highly targeted and individualized communication with consumers. By leveraging AI tools such as machine learning algorithms and NLP, marketers can analyze granular data to understand individual preferences and behaviors, enabling the delivery of hyper-personalized content and offers.
- **Embracing Innovation in Nano Marketing with AI Tools:** Emerging trends such as real-time personalization and integration with Augmented Reality (AR) and Virtual Reality (VR) technologies underscore the need for continuous innovation and adaptation in nano marketing. Marketers should invest in AI tools that enable dynamic adjustment of content and offers based on immediate consumer interactions.
- **Agile Campaign Optimization in Nano Marketing:** The integration of AI into nano marketing enables agile campaign optimization, allowing marketers to dynamically adjust strategies based on real-time consumer interactions and market trends. By leveraging AI-driven analytics tools, marketers can continuously monitor campaign performance and make data-driven decisions to optimize targeting, messaging, and channel selection.
- **Seamless Omni-Channel Integration:** In nano marketing, AI facilitates seamless integration across various marketing channels, including social media, email, mobile apps, and personalized websites. By utilizing AI-powered tools like recommendation engines and chatbots, marketers can ensure consistent and personalized messaging across all touchpoints, providing a cohesive brand experience for consumers.

CONCLUSION

This study provides a comprehensive exploration of the multifaceted dynamics of AI applications in nano marketing. Through the examination of hyper-personalization, integrated framework construction, identification of emerging trends, and cross-industry comparisons, it becomes evident that AI plays a

pivotal role in reshaping marketing practices. The findings underscore the transformative potential of AI in enhancing marketing effectiveness, addressing ethical concerns, and driving innovation. By leveraging AI-driven insights and staying abreast of emerging trends, marketers can optimize their strategies to deliver personalized experiences, foster consumer engagement, and maintain competitiveness in the evolving landscape of nano marketing.

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