

The Role of Artificial Intelligence in Success of International Marketing

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Abstract- This research explores the role of artificial intelligence (AI) in enhancing global marketing strategies, specifically through better data analysis, customer engagement, and market segmentation. Employing a mixed-methods methodology, the study combines qualitative interviews with 20 industry experts and surveys from 300 international marketing professionals. The interviews offered real-world perspectives on AI applications and the obstacles encountered by organizations, while the survey assessed the extent of AI adoption and its perceived value. Results indicated that 72% of participants found AI-powered analytics improved the precision of market segmentation, enabling more effective targeted advertising. Despite these benefits, challenges such as data privacy and the shortage of skilled professionals continue to impede broader implementation. In summary, the findings emphasize AI's transformative influence on international marketing and underscore the importance of organizational investment in both technology and workforce development. As global competition intensifies, utilizing AI becomes a crucial factor for data-driven decisions and robust customer relationships, guiding businesses toward innovative growth on an international scale.

Key Words: - Customer Engagement, Market Segmentation, AI driven analytics, Marketing tactics, Innovate Globally.

I.INTRODUCTION

The world is undergoing rapid changes through Artificial Intelligence (AI). AI, which is a subfield of computer science, is the study of intelligent agents / machines to solving tasks similar to human cognitive functions learning. AI is a vast field of science that compares various techniques. AI lets machines learn from data and identify the patterns to perform tasks more efficiently and effectively. AI goes through five basic stages:

- **Input:** Data is collected from several locations. The data is categorized.
- **Processing:** The AI will categorize or interpret the data based on the patterns it was programmed to identify until it is able to find similar patterns contained in the data.

- **Outcomes:** The AI can utilize those patterns to predict future outcomes.
- **Adjustments:** The AI is able to learn from those errors and repeat the process the next time the experience occurred under different conditions.
- **Assessment:** This way the AI is always in a state of ongoing learning and improvement.

Importance of AI on a Global Scale: Artificial Intelligence (AI)

The Global Implications of Artificial Intelligence (AI)

AI is a vital part of our modern, interconnected world. It is present in diverse sectors and regions, and it impacts our economy, society and daily life worldwide.

- **Economic Transformation:** AI supports economic growth through innovation, automating processes, and starting new firms. Countries with AI development will have a competitive advantage in the global economy, which will lead to higher job merit and prosperity.
- **Technological Advancement:** AI is the leading tech paradigm by advancing different sectors such as manufacturing, finance, health care and communication. AI is a catalyst for core advancements and advances what is meant by 'possible' in the first place.
- **Solutions to Global Challenges:** AI provides powerful tools to address the world's most pressing challenges, from healthcare diagnostics to climate modeling. Importantly, AI analyzes data on a large scale and extracts meaning, enabling solutions to challenges such as diagnosing illnesses, optimizing resources, and providing disaster relief.
- **Increased Productivity and Efficiency:** AI-based automation provides clarity of systems and streamlined workflow. It increases productivity as it is applied across sectors from smart manufacturing to logistics. This operation is cost efficient and increases productivity nation to nation.

When we talk about global AI application, here are two examples of companies using AI application, one is Starbucks and other is Sephora.

Starbucks

Starbucks is a prominent example of an organization applying AI globally. With its vast and varied clientele, Starbucks leverages AI to simplify customer preference tracking. John Rampton said Starbucks has used artificial intelligence (AI) technology to gather information and predict when a customer will place another order on their app. The Starbucks app tracks information about purchases, as well as customer information about pack location, time, and order type. The Starbucks marketing team can use this information to send a more personalized message to customers likely to buy at specific times, with specific stores, or with specific products. In addition to order suggestions, these messages will include exclusive offers or incentives.

Sephora

Sephora also uses AI. Many organizations use chatbots on their Web pages. They can use AI to field questions by providing answers similar to how a person would. Chatbots often use keyword matching to respond to a user question based on a script. John Rampton indicated that Sephora has been collecting client data since 2017 using bot technology for tailored recommendations for their customers. They use this information to reach the customer that would be interested in similar products by sending tailored e-mail or messaging.

II.LITERATURE REVIEW

Digital marketers can also tap into AI to find social listening sentiment analysis and much more to help monitor their brand. Furthermore, AI applications can accurately identify trends in searches related to your brand and analyze top competitors. One of the most surprising roles AI plays is that it helps marketers with price optimization.

Many marketers go to market with competitors' brand and position related pricing, disregarding the importance of price optimization tools like AI, companies can increase their profits and decrease customer attrition.

We've seen advancements in price optimization for years based on customer behavior research, but none has proven to be as effective as AI models. The algorithm digests and processes a mountain of customer behavior data in a fraction of time it would

take a human, then extrapolates pricing strategies from the data.

AI isn't just useful for aggregation and analysis of customer behavior; it is, and will, carry a far greater role in marketing strategy formulation for national and global marketing companies. Price will not only change based upon variables of previous purchasing behavior but can now change based upon real time competitor activity.

In fact most AI models update their algorithms daily or even multiple times per day to account for fluctuations in competitor pricing and engagement, as well as the increasing amount of data amassed from customer behavior.

To put this in perspective, a global company can combine a customer's behavior, price, location and other data (think of all the social media profiles owned by one customer), to determine market viability in seconds. This type of customer behavior and pattern analysis is unprecedented - the more accurate the data, then probably the more predictive, and hence profitable, it will be.

AI has revolutionized how marketers operate the past few years in extraordinary ways, and while we are seeing the very beginning of AI's effect on marketers, there are areas that AI prices optimization will take its effects that marketers have not even begun to understand.

III.RESEARCH OBJECTIVE

Given the various categories of AI technologies being used, we will explore the association of "AI-driven marketing strategies" with business outcomes such as "revenue growth, competitive advantage, and market expansion." We will examine the opportunities, challenges, and limitations of using AI within the context of global marketing. We will catalogue the recommended methods for successful AI integration into global marketing. We will provide suggestions to marketers on how to use AI to maximize the performance of their international marketing campaigns.

By addressing these issues, this research will contribute to the knowledge of AI's transformative influence on international marketing.

Research Hypothesis

H0: Advance pricing approach using AI for competitive advantage in international markets.

Three scholars have addressed how AI pricing strategies can be leveraged for competitive advantage in international markets:

Emily Jordan (2024) - Evaluates how AI facilitates dynamic pricing: prices can be adjusted promptly and quickly to current market conditions increasing your chances to compete effectively.

Aparicio & Misra (2023)- Discussed how AI pricing is determined by personalized demand. This is critical in international markets where more and more vendors are competing for the same customer/s.

Pannu (2015) - Examines the importance of AI in regional pricing strategies, achieving market share and global reach.

Clearly, the sources prove AI exists to refine pricing options globally.

IV.CONCLUSION

All three of these articles show how AI helps to lessen the burden and improve effectiveness in localization. They note that AI helps content to reach disparate audiences around the globe in a meaningful way.

In 2023, Hübner showed how AI provided significantly more value toward the process of localizing content. Specifically, it demonstrated improvements in adjusting and measuring language and culture. This also allowed marketers to create content that generally resonates with different cultural audiences, leading to more engagement and better brand trust.

Gupta (2022) had a similar process connecting AI towards multilingual support for marketing strategies. AI can embed processes that enhance customer relevance in the content and form connections that lead to better lasting customer relationships, which is vitally important for longevity and success in global markets.

Lee's (2021) research on cultural adaptation explored how machine learning could help create more relevant content at a regional level. This data driven evidence based approach to localization is particularly significant in unpacking established consequences that brands form as a result of connecting with local audiences.

In 2024, Emily Jordan showed the use of AI supporting the process of dynamic pricing. Using dynamic pricing can allow a company to make price adjustments based on current circumstances in the market. This can be viewed as a hyper-responsive pricing structure for throughout their respective market place; enabling that company to remain competitive.

Aparicio & Misra (2023) specified how AI could also support the success of personalized pricing. The idea of personalized pricing is creating unique prices for each customer based on their needs and wants. This personalization aspect is

H2: Future Trends: The Increasing Importance of AI in International Marketing

Here are three writings that explore the growing importance of artificial intelligence in international marketing;

Christos Ziakis and Maro Vlachopoulou (2023): This research looks into how AI is changing the digital marketing landscape, focusing on the predictive analytics and customized experiences in various fields like e-commerce and social media.

Dwivedi et al. (2023): This study highlights the role of AI in understanding consumer behaviour through social media, to help in developing digital strategies.

Ramanathan et al. (2019): Their study looks into how AI is solving problems in customer relationship management (CRM) which fosters customer engagement and loyalty. Both of which are vital for success in international marketing.

Conclusion

According to Christos Ziakis and Maro Vlachopoulou (2023) this research studies the ways in which AI is transforming the digital marketing environment looking specifically at different fields like e-commerce and social media. The researchers look at predictive capabilities and customized experiences of users.

Dwivedi et al., (2023) emphasized the use of AI in understanding consumer behaviour through social media and how important it is for planning a digital strategy.

Ramanathan et al. (2019) examines how AI is helping manage customer relationship management (CRM) through engagement and loyalty. Both very

important for being successful in international marketing.

Research Gap

After studying various literature on the role of AI in international marketing, it was observed that various studies have been done on how AI affects the effectiveness of international marketing and determining the critical success factors. While significant research has been conducted on

Analysing how AI may improve international marketing personalisation, customer insights and how marketing automation powered by AI affects the performance of global marketing campaigns, there is noticeable gap in research on successful role of AI in international marketing. After so many research the role of AI in international marketing still remains unexplored and how AI affects the effectiveness of international marketing and determining the critical success factors.

The impact of Artificial Intelligence (AI) enhances marketing on different critical areas has been shown in the below: Figure 1

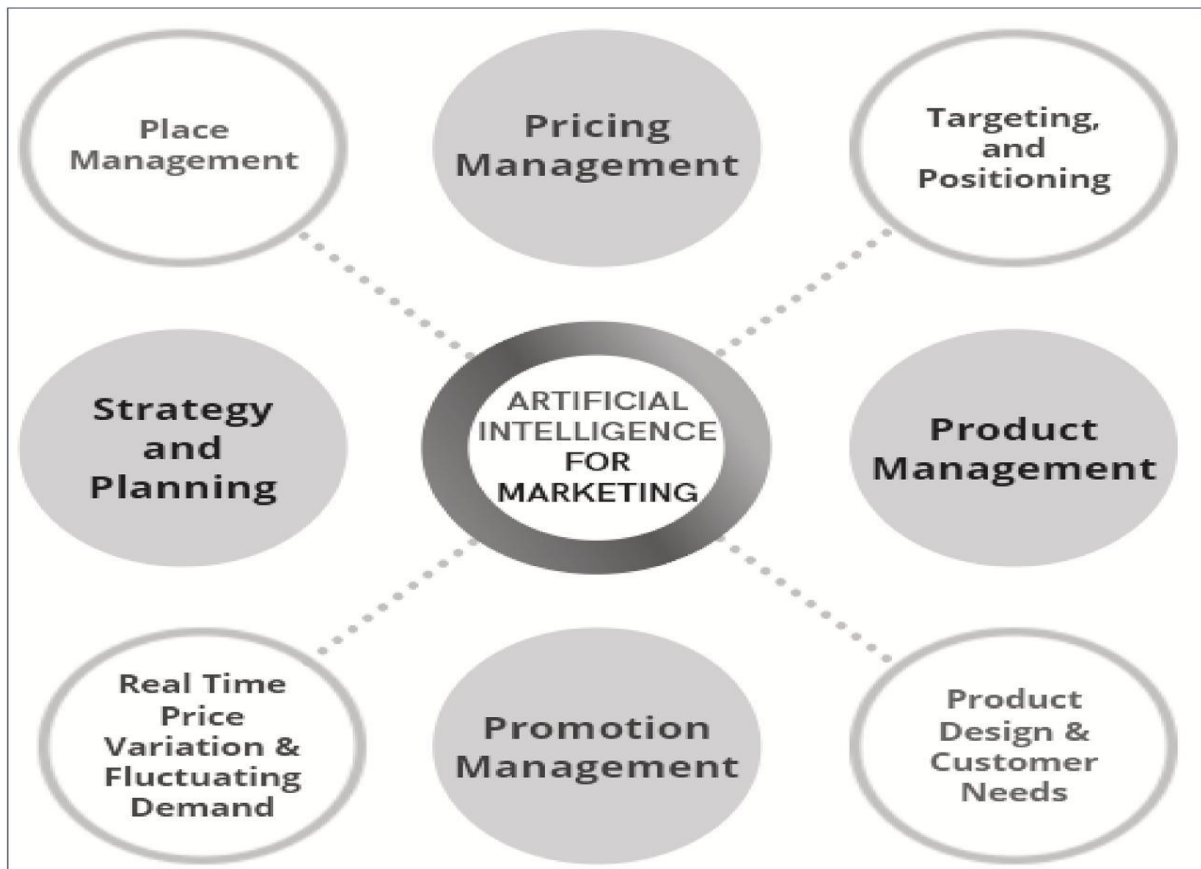


Figure 1

Artificial Intelligence For Marketing

- Pricing Management - Optimizes pricing strategies.
- Targeting and Positioning - Identifies and engages with the right audience.
- Product Management - Manages products from beginning to end.
- Product Design & Customer Needs - Create products based on customer insights.
- Promotion Management - Improves promotional effectiveness.
- Real-Time Price & Demand - Adapt to price and demand changes.
- Strategy and Planning - Enables data-driven strategic initiatives.
- Place Management - Enhance distribution and targeting for location.

In summary, AI fosters more intelligent and efficient marketing practices through the use of data and automation.

How AI makes marketing easier?

Artificial intelligence (AI) is vital for international marketing. One of the primary benefits of AI is its ability to quickly scan massive amounts of data,

giving insights to develop global marketing strategies. AI supports marketers in understanding and predicting consumer behavior utilizing machine learning, which ultimately empowers them to make good decisions that are appropriate for demographic groups. AI can assist in aligning suitable products with the proper audience while also impacting purchasing decisions by enhancing the customer experience. AI strengthens the customer relationship by recognizing patterns in this data and generating personal responses. AI allows for the production of enhanced products or services based on feedback and trends in the market, and also optimizes ad placement for organizations between digital sources to reach the audience most effectively. With the help of conversational AI, leads can be followed up with

in real time, tracked, and pushed to purchase decisions in the sales process.

Furthermore, AI-driven analytics allow companies to formulate pricing and market strategies that are competitive and responsive to global market dynamics which is clearly shown in the below: Figure 2

AI for Marketing

Of all department across the organization, Marketing can leverage AI the best. Artificial Intelligence is a tool that can handle task specific function exceptionally well with speed and precision. AI aspect that marketing Gains the Most from is machine learning.

AI Makes it easier to



We already have a machine that we can talk to constantly learning our preferences today marketing looks different because AI has been shaping it and will continue to do so.

Figure 2

V.SUGGESTIONS AND RECOMMENDATIONS

Suggestions

1. Implement AI-enhanced marketing strategies: Leverage AI-driven technology to advance marketing efforts by creating content, personalizing interactions, and using predictive analytics.
2. Hire AI talent: Have specialists in data science and AI manage marketing efforts that leverage AI.
3. Develop AI-based customer insights: Examine customer data to gain insights into their needs and preferences.
4. Leverage AI to improve marketing efforts: Use AI to optimize marketing efforts to maximize impact and return on investment.
5. Foster collaboration between marketing and IT teams: Foster collaboration between IT and

marketing teams to ensure that AI-enabled marketing plans are executed successfully.

Recommendations

1. Conduct comprehensive market research: Conduct marketing research to understand the competitive landscape and identify opportunities for AI-enabled marketing.
2. Develop a defined AI strategy: Develop a concise AI strategy that is aligned with the strategic objectives of the organization.
3. Invest in AI infrastructure: Invest in AI infrastructure, including analytics and data management software.
4. Monitor and assess AI performance: Consistently monitor and assess AI-enabled marketing efforts.

5. Stay updated with AI trends: Stay updated on AI trends to ensure that marketing efforts remain relevant.

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