

Impact Of Artificial Intelligence (AI) Based Promotions on Customer Purchase Decision Towards Samsung Electronics in Sultanate of Oman

Jihad Abdulhameed AL Shihani¹, Jumana Hamood AL Zadjali², Taif Hilal AL Shukaili³, Hanin Harib AL Shaqsi⁴, Khan Saifullah⁵

^{1,2,3,4} *University of Technology and Applied Science, Muscat*

doi.org/10.64643/IJIRTV1217-190998-459

Abstract—The research has emphasized to understand the impact of artificial intelligence based on promotions and advertisements with the effect it has on customer purchase decisions towards Samsung electronics in the Sultanate of Oman, with the concerned focus on to determine the level of knowledge and Consumer Adoption of AI-based Marketing and promotion among Samsung consumers in Oman, To investigate how AI-generated content in promotion, and advertising influences customer purchase perception and decision-making and to investigate the impact of artificial intelligence (AI) in increasing customer confidence and trust in Samsung products in Oman.

In this research, both quantitative and qualitative methods have been utilized, with numerical analysis. The research supports the role of Artificial Intelligence that is highly involved in consumer decision making. It has a great impact on customers' purchase preferences. The data was gathered based on understanding the user's knowledge of artificial intelligence, and they also included the use of AI to impact decision-making and trust in the brand.

Index Terms—Artificial intelligence, AI-generated, Customer decision, Advertising campaigns, Algorithm, Big data, social media, Advertising, Promotion

I. INTRODUCTION

Technology has become an essential part of our day to day and with the rapid development of technology Artificial Intelligence (AI) was created, AI in simple words is thinking computers, computers that can be created and produced the same way that humans can and as everything has its pros and cons so does AI, it has been used in so many positive ways such as in medical fields and more and is now being implemented in business organizations, however with

its quick evolution some have stated their disapproval of it since it got developed so quickly to the point that it can replace the human labor in same fields, on the other hand, it was able to cut the operational cost in business organization which have led to the quick implementation of it.

From only being used in limited ways today it has become easily accessible to everyone, and that has led business organizations to utilize it more frequently. AI is now able to create content that can be used for advertising and suggest ideas that can be used for promotional marketing, however, that can reduce the cost for the organization but does not mean that either the consumers will accept it or the employees will be motivated to use it, with that consideration we weren't able to find past studies that purely focused into how the use of AI can impact the customer attitude towards the product or the organization hence that our study will dig and dive into understanding the way AI impact the customer attitude with understanding the psychological behavior behind it and the way some may approve it and some may consider it as a negative tool to use, our study will be looking into customer attitude towards AI-generated content used for advertising and material used for promotion in Samsung Oman. Samsung Electronics can utilize AI to its advantage in many ways such as using it to generate advertising content and to generate promotional material and the most advanced AI can go as far as designing a product for the organization.

1.1 STATEMENT OF THE PROBLEM

In the Sultanate of Oman, the electronics giant Samsung is investigating the use of artificial intelligence (AI) in marketing and advertising

campaigns. The challenge is to assess consumers' attitudes regarding AI-based advertising and promotions for goods made by Samsung. As artificial intelligence (AI) technologies progress rapidly, companies like Samsung face the question of whether Oman customers are willing to embrace and respond with AI-generated advertising material. Key issues emerge concerning Samsung users' understanding and readiness to adopt AI in advertising, as well as worries about the potential obstacles of replacing human creativity and engagement with AI-driven promotional techniques. This study aims to solve these crucial concerns to guide Samsung's strategy for using AI to run efficient marketing and promotional activities in Oman.

1.2 AIMS AND RESEARCH OBJECTIVES OF THE STUDY

AIMS: This study seeks to address these critical challenges to guide Samsung's approach to utilizing AI to operate effective marketing and promotional operations in Oman.

OBJECTIVES

1. To determine the level of knowledge and Consumer Adoption of AI-based Marketing and promotion among Samsung consumers in Oman.
2. To investigate how AI-generated content in promotion, and advertising influences customer purchase perception and decision-making.
3. To investigate the impact of artificial intelligence (AI) in increasing customer confidence and trust in Samsung products in Oman.

1.3 RESEARCH QUESTIONS

1. How do various forms of AI-generated content—text, photo, and video—affect Omani customer opinions and decisions-making regarding Samsung products?
2. To what extent does the utilization of AI in marketing and promotion build consumer confidence in Samsung products in Oman?
3. How knowledgeable are the consumers of Samsung about AI-Based marketing, and promotion.

1.4 SIGNIFICANCE OF THE STUDY

The purpose of this study is for the findings of this research to be used to help organizations have a better

understanding of using AI in their Advertising content and promotional materials, further, it will create awareness and understanding of how consumers behave toward content that has been created with the help of AI, thus the benefits of this research making them able to use AI without impacting negatively on how customer behave with their products. Additionally, this research can be used for future academic purposes in the sense that it will enlighten the reader about what AI can create and how people, especially consumers, behave toward content that was created by AI. On the other hand, the research will be digging deeper into gaps that have not been explored before therefore it will generate knowledge that can be utilized in the future.

1.5 SCOPE AND LIMITATION

The research is focused on Samsung customers' behavior towards the implementation of AI in the future of Samsung. With different tactics and methods of research, we were able to get the different relationships of customers towards AI advertising activities related to Samsung and the effectiveness of it, and if there are challenges to the company using marketing and promotional activities with the work artificial intelligence.

After the research, there are visible limitations in getting extensive information on the loyalty of purchasers. Some AI promotional content might not apply to all Samsung customers, as the new technologies are more of middle to high-class products for others to purchase, so they might not get access to some AI promotions. For the time limitation, we have two weeks to get the responses of participants, as well as the lack of awareness in customers about the research topic, which is Samsung's AI promotional activities.

Further, the limitation that created a challenge in getting the research completed is the lack of data, there wasn't enough data collected regarding customer decision-making on products that have been marketed with the use of AI-created material or on how knowledgeable the market is on AI created material, the additional limitation was that there isn't enough literature done on similar topics to help boost the research and give us more insight into the topic or previous studies to support or questions and findings.

1.7 DEFINITION OF TERMS

AI (ARTIFICIAL INTELLIGENCE): machine processing in computer systems that are formed with rules, learning, and reasoning to get a specific data answer.

ADVERTISING CAMPAIGNS: This is a type of marketing advertisement that focuses on delivering promotional content about a brand to a specific audience.

CHATBOT: an electronic bot that provides quick services and help to customers.

ALGORITHM: the organizing and classification of data depending on the problem presented to solve it and provide a specific searching rule to the data.

BIG DATA: a large amount of complex data that can be organized.

GENERATIVE AI: content that artificial intelligence could create.

CUSTOMER ATTITUDE: it's a customer's behavior towards a brand or a belief about a company that could lead to the purchase of products.

ADVERTISING: A form of communication between a brand and customers about the company's products using a platform

PROMOTION: this can be a paid form of advertising or free that creates awareness about a brand.

II. LITERATURE REVIEW

Literature review is a critical and in-depth assessment of existing literature that explains prior research, articles, books, and reports and is relevant to a given topic or area of research. It is a serious and analytical overview of the literature in the form of a summary, synthesis, and comparison of the publications on the given topic.

KARMRUL HASSAN, SELIM AHMED, AND ISRAT JAHAN. (2024). Their study titled "Consumer attitude toward using artificial intelligence (AI) devices in hospitality services" was through

Bangladeshi customers who have been a part of using AI in their workplace and they have identified that the consumers and highly influenced by the social influences more than what they believe in, however, it was also identified that it has boosted the user's motivation in the workplace.

VALENTINA DELLA CORTE A, FABIANA SEPE A, DOGAN GURSOY B,C, AND ANNA PRISCO A. (2023) in their study titled "Role of trust in customer attitude and behavior formation towards social service robots" were able to identify and address that since that we are entering the new age of technology and the use of AI in increasing in a very notable rate that further investigation should be held to develop and maintain an ethical relationship between the user and AI, and future development should be done to make the most and best use from the service.

CHENXING WANG A, SAYED FAYAZ AHMAD EMAD MAHROUS AWWAD D B, AHMAD Y.A. BANI AHMAD AYASSRAH, MUHAMMAD IRSHAD YASSER KHAN A H, HEESUP HAN (2023)"An empirical evaluation of technology acceptance model for Artificial Intelligence in E-commerce " The research explains different factors that could affect taking on AI in electronic commerce. Some of them are subjective norms, perceived ease of use (PEU), Perceived usefulness (PU), and some attitude and behavioral factors. This research included theory and practice by adding the TAM model and building awareness of the effective ways to use AI in entrepreneurship. Also highlighting the factors and understanding them.

SPAIS AND JAIN (2023) in their study titled "AI marketing and AI-based promotions impact on consumer behavior and the avoidance of consumer autonomy threat" the paper highlights key AI-based marketing aspects (cost reduction, enhanced revenue efficiency, and customer satisfaction) enabling businesses to succeed in future market digitalization. It puts a focus on the irreplaceable suitability impact of AI on the purchase decision and face-to-face customer relations, which in turn serves to optimize the whole performance. However, this precarious area is acknowledged here, and it expresses the dilemma connected to consumer autonomy and that collaborative efforts are the solutions to privacy and

ethical issues. This paper, with a strong literature search, analysis, and theory considers the impact of AI on advertising and promotion of consumer behavior and that is valid as a foundation to future research in this area.

SANJAY AND SURENDER (2023) Sanjay Kumar Rai and Dr. Surender Kumar's work, "The Impact of AI on Consumer Behavior: An Exploratory Study of Consumer Attitudes Towards AI-Powered Marketing," investigates the effect of artificial intelligence (AI) on how consumers behave in the marketing environment. The research used an empirical technique with a sample of clients, collecting data using planned schedules and a standardized questionnaire with specific questions and a predetermined sample size. The study sought to examine critical issues such as customer perceptions of AI marketing, its influence on decision-making, factors influencing trust, and possible benefits and downsides. The findings demonstrated a significant link between AI and customer behavior, providing important insights into the changing environment of AI-powered marketing methods.

FRIDA AND LEONID (2023) In previous research titled "The Consumer Attitude Towards AI in Marketing," Frida Eickhoff and Leonid Zhevak investigated how people in Sweden perceive artificial intelligence (AI) in marketing via email and its influence on purchase choices. The study, which included 185 people, applied the theoretical frameworks of planned actions and innovation dissemination. The research revealed that some AI features, especially compatibility with consumers, had a beneficial impact on perceptions. However, characteristics like observability and the separation between the control and experimental groups had no statistically important effect. Using a quantitative method via an online poll separated into two portions, the study attempted to improve understanding of how consumer views of AI-generated content in email marketing influence purchase choices. The research entailed developing hypotheses based on planned actions and dissemination of innovation theories, and data was analyzed using SPSS.

CHRISTOS AND MARO (2023) In their paper "Artificial Intelligence in Digital Marketing: Insights

from a Comprehensive Review," Christos Ziakis and Maro Vlachopoulou painstakingly evaluated 211 relevant articles. Their research, which used the PRISMA approach, looked at many aspects of AI's influence on digital marketing, including AI algorithms, social media, buyer habits, e-commerce, online marketing, budget effectiveness, and competitive strategies. The research project focused on AI's impact on targeted marketing, higher social media engagement, and improved e-commerce experiences. While conceding limitations, the authors propose more studies to stay up with the dynamic interaction between AI and digital marketing. This detailed analysis provides significant insights and serves as a basic resource for understanding the ever-changing world of AI in digital marketing.

SOOD AND VERMA (2022) in their study "Studying the Relationship between Artificial Intelligence and Digital Advertising in Marketing Strategy" show that machine learning and digital advertising intertwined affect the marketing strategies. The report is a representative exposition of the revolutionary impacts of AI on marketing spheres and digital advertising strategies through a descriptive study approach and survey data. Through sophisticated analytical methods such as SPSS and Smart PLS, the study draws far-reaching implications for marketers who will uncover its revolutionary power in bettering narrative, engagement, and decision-making. These discoveries underscore the importance of AI use by marketers who seek to improve consumer engagement, optimize processes, and leverage data-driven tactics. The study can clarify the chain connections between AI, DA, and strategic marketing for the benefit of practicing marketers and business executives. They can then optimize their navigation in the emerging digital economy.

VLAČIĆ, B., CORBO, L., E SILVA, S. C., AND DABIĆ, M. (2021) in their study titled "The Evolving Role of Artificial Intelligence in Marketing: A Review and Research Agenda" were able to identify that AI can be held and considered as an "ethical problem-solver" however to use it and access it effectively it needs commitment and motivation.

AFZAL BEG, DR. NANDITA TIWARI (2021) "Impact of artificial intelligence on digital

advertising" This research was conducted to study the AI applications in digital marketing, understand areas lacking in research, and finalize an AI model. The research discusses the challenges in the process of the implementation of AI in marketing, as well as other possibilities to close the gap between AI impact and digital strategies on advertising.

HANNA TRÄGÅRDH & ELSA KUYLENSTIERNA (2021) "Customers Perception of Artificial Intelligence as Chatbots in CRM" The research focuses on the investigation of Swedish consumers across different generations (Generations from Z to Y) and chatbots. The study determines each generation's perception of chatbots and highlights the importance of this study in CRM. By using a deductive approach and surveys the conclusion was to add value to chatbots to enhance benefits.

YU (2021) wrote research titled "The Role and Influence of Artificial Intelligence on the Advertising Industry" This research paper focused on how AI is great in terms of the advertising business, in the same way, to gain efficiency and targeting through processes like consumer insight discovery and ad creation. AI integration into programmatic advertising exchanges and ad tech platforms gives us belief in excellence in the results. Yet, despite ethical issues of privacy and equality of opportunity, among the advertising companies, regulative authorities and more research are needed. As Yu examines the ramifications of artificial intelligence adoption through industry publications, case studies, and expert's views, she shines the way for both industry players and stakeholders to address artificial intelligence ventures responsibly and ethically.

KOK-LIM, NORIZAN, AND YUNG (2021) In "Artificial Intelligence Marketing (AIM) for Enhancing Customer Relationships," Yau, Saad, and Chong describe an AIM framework for automating marketing operations and improving customer interactions. The investigators present the various elements and characteristics of the AIM framework using a thorough literature assessment and real-world examples. Notably, the study uses existing literature and internet resources to synthesize knowledge and construct the AIM framework. While the authors do not expressly gather new data, they lay a solid

framework for understanding the function of AI in marketing and its potential influence on consumer interactions.

CHENZHUOER LI, RUNJIE PAN, HUIYU XIN, AND ZHIWEN DENG. (2020). In their study titled "Research on Artificial Intelligence Customer Service on Consumer Attitude and Its Impact during Online Shopping," they were able to identify that the reason that consumers are very against the use of AI instead of human labor that the quality of the service will not be of high quality but can be consistent.

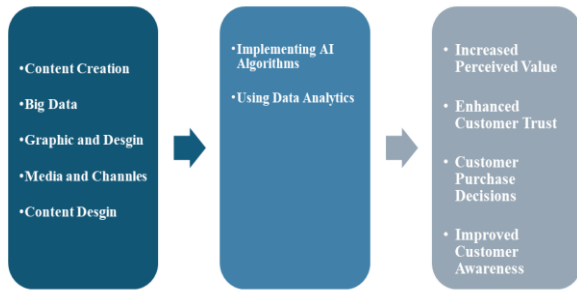
ELENA MILOSHESKA (2019) "Public Attitude towards Artificial Intelligence and Data Collection in Digital Marketing " The research starts with an introduction to AI and data collection to their correlation with digital marketing. Using a qualitative approach, they evaluated the attitudes of people on data collection in digital marketing, also understanding their attitude towards personalization and AdBlock. The research added that consumers can control their data privacy by knowing the benefits and value exchange of data collection.

2.1 CONCEPTUAL FRAMEWORK:

It is the guide and flow of the variable that determines the research procedure and the uses of different variables. The dependents and independent variables have been identified, and their relationship has been determined.

IMPROVED CUSTOMER AWARENESS

describes the situation when consumers are more aware of the qualities, features, advantages, and value proposition of a good or service. Effective marketing and advertising campaigns that enlighten and educate consumers about the good or service, its benefits, applications, and how it may satisfy their wants or address their issues can lead to this increased awareness. Increasing consumer involvement, loyalty, and sales are the ultimate goals of marketing strategies, and one of their main objectives is frequently improved customer awareness.



- Dependent variables: perceived value, customer trust, and customer purchasing decisions, customer awareness.
- Independent variables: design and content of AI-based promotion, target audience segmentation and advertising and promotion budget.

The graph depicts the link between independent factors and their effects on dependent variables in the context of AI-powered promotions. The dependent variables include consumer perception, which includes perceived value, customer trust, and customer purchase choices, as well as the process of demonstrating the platform successfully through the appropriate channel. The input, process, and output phases serve as independent variables. Input factors include the design and content of AI-based promotions, target audience segmentation, and advertising and promotional budgets. The method includes installing AI algorithms for tailored content distribution, using data analytics to analyze customer behavior, and doing A/B testing to determine marketing efficacy. The output stage seeks to accomplish the intended outcome, which may include higher perceived value, increased customer trust, favorable customer purchase choices, and increased consumer awareness of the product or service. Companies can effectively influence consumer perception through AI-based promotions, for example, by designing visually appealing and informative advertisements (input), using algorithms based on AI for personalized content delivery (process), and achieving increased perceived value and positive customer purchase decisions.

2.2 RESEARCH GAP

The studies that were conducted by the different researchers were more into customer relationships and behaviors toward AI and marketing. Although there is

some research about artificial intelligence and promotional activities, the information we wanted to dig deeper into was not part of their researcher's objectives and results. We found that the visible gap in their research was the consumer's attitude or relationship toward promotional activities that are generated by artificial intelligence in Oman. The studies were more into the local area of the researchers, so extensive research that is related to Oman is our aim. New technology is emerging in that company and AI is being facilitated in Samsung phones and products.

III. RESEARCH METHODOLOGY

In this chapter we will be investigating customers point of view on AI-generated promotions affecting their purchase decisions towards Samsung electronics in Sultanate of Oman. Studying customer attitudes and actions about AI-driven marketing activities is important for making tactical choices that improve advertising efficiency and engagement with customers. The main purpose of this article is to investigate the wide variety of views and perspectives expressed by Samsung consumers in Sultanate of Oman about artificial intelligence (AI) advertising and marketing methods. By identifying these sentiments, we hope to get useful insights regarding the elements that drive customer adoption or opposition to content created by artificial intelligence. In addition, we will investigate what customers think regarding AI-generated marketing impacting their purchase decisions and brand impressions. In this investigation, we aim to close the gap between conceptual research and actual implementations, eventually influencing the formulation of strategic choices and supporting effective AI deployment in advertising operations. This chapter is an important step toward better understanding customer behavior in the rapidly changing context of AI-driven marketing and advertising.

3.1 TYPE OF RESEARCH

Adopting the mixed method technique for this study is because it's the most appropriate tool for investigating and analyzing the intricate nature of the subject which is how consumers react and respond to AI-generated content and marketing campaigns from Samsung Oman. This aspect is of high importance in such a

study approach being mainly descriptive, allowing an in-depth analysis of a problem that was hardly investigated before. This study adopts a qualitative and quantitative method. This method is built on in-depth surveys which can help to generate detailed data about the experiences and perceptions of the participants.

The use of both qualitative and quantitative research methodologies is crucial for fully investigating the complicated nature of customer response to artificial intelligence advertising and promotion in the Sultanate of Oman towards Samsung electronics. Qualitative research is flexible, allowing for the adaptation of methodologies depending on developing findings, which is especially relevant in dynamic sectors such as consumer behavior in reaction to AI. This technique allows researchers to be culturally sensitive, revealing intricate social, cultural, and market-specific aspects that influence consumer sentiments in Oman.

3.2 RESEARCH DESIGN

This research will focus on exploring what hasn't been explored before, we are going to investigate what effects the use of AI in creating content has on consumer decision-making. Additionally, the users are knowledgeable about AI, and if it affects consumer confidence in the brand. Therefore, making it exploratory research. This study uses a mixed-approaches method integrating qualitative and quantitative research methods to thoroughly investigate Oman consumers' views and interactions with Samsung's AI-generated content in advertising and promotions. The qualitative component, consisting of an in-depth survey, gives extensive insights into customer sentiments, which are crucial for comprehending the complexity of this topic.

3.3 THE SAMPLING METHOD USED

Simple Random Sampling" Is a sampling method that gives everyone within the population an equal chance of getting selected, it does not require the researchers to have much knowledge of the population, and as the name suggests the samples are randomly selected. In our research, we are going to utilize this method of sampling since it gives us the chance to have participants from all different ages and genders, which will give us a chance to have various perspectives and opinions on the questions that will be on the survey.

Further, since we're following a mixed method, this sampling will be the most suitable for such a method. However, there are some challenges that we might face with following the simple random sampling method. This method is most suitable and effective if we have a lot of time to access the entire population, which can be very challenging.

3.4 RESEARCH INSTRUMENT

The research has a developed questionnaire with different questions to analyze Samsung's clients' "participants" perception on AI tools used for promotion in the Samsung Company. With a Likert scale the respondents will easily be able to understand the two portions of the survey. The portions consist of independent variables with Likert scale grading (strongly agree, agree, neutral...etc.) adding open ended questions that help us understand the depth of participants preferences in the process of survey analysis. The scaling is easier for the researcher to understand and collect as the different parallel views of respondents would be apparent and clear creating more accurate results. Respondents would also find ease in answering every question which would contribute to the efficiency of research findings. Descriptive statistics is used in an interval level to investigate research questions. Descriptive statistics is more into calculating the mean, average and standard deviation for the sample and the right treatment of data after using the questionnaire to collect responses.

IV. RESEARCH FINDINGS

Level of familiarity the consumers with AI technology, 93.6% of the respondents are familiar with the majority indicating that briefing about AI to consumers is not very necessary. The respondents are very aware of AI-driven marketing techniques, followed by 25.7% who are aware. A neutral stance was observed in 33% of the participants, while 18.3% are slightly aware, and 14.7% were not aware. This shows that there is still a lot for Samsung consumers to learn about AI-driven techniques with 33% having natural knowledge that can be further used for Samsung's benefit and the other 8.3% are very aware and will be able to identify if AI techniques have been used.

Outright rejection of AI-based promotions is uncommon, as only 8.3% of respondents said "no."

Meanwhile, 47.7% of respondents said "sometimes," suggesting that the efficacy of AI-based advertising depends on its execution or context. Notably, 44% of respondents said "yes," viewing AI-based promotions as a valuable addition to the company. The significant proportion of conditional replies ("sometimes") indicates the need to improve advertising for consistency and wider appeal, even though AI promos are typically viewed as advantageous.

Through the study we conducted on the management and analysis of AI generated Ads, we focused on Samsung products and how AI generated ads effects on the buying decisions, we found interesting results and information that are not all available on the internet through using the questioner that we conducted to the customers. Our research is considered as one a unique of its kind that provides analysis of AI generated ads used by Samsung to impact on customers decision making in Oman and learn the secrets that will create significant impact in the AI generated ads how the customers want to see these ads. Firstly, through distributing questioners to random customers we found several important and useful pieces of information for Samsung company.

Regarding the first goal, which was to ascertain the degree of awareness and consumer acceptance of AI-based marketing, the results indicate that although the majority of respondents are aware of AI, they are not well versed in its uses in promotions and advertising. This suggests that although AI is present in customer awareness, a more thorough understanding of its advantages and workings is lacking. Samsung may close this gap and eventually promote higher acceptance and eventually promote higher appreciation for AI driven marketing efforts by educating consumers about how AI improves promotional Strategies.

The second goal was to look at how advertising content produced by AI affects consumer perceptions and buying decisions. The findings show that AI powered marketing streamlines product messaging, facilitating consumers' comprehension of features and advantages. AI's potential to improve customer engagement is demonstrated by the fact that many respondents admitted that these ads had a beneficial influence on their decision-making process. Nonetheless, a sizable percentage of participants gave

neutral answers, highlighting the necessity for more interesting, tailored material to optimize the efficacy of these advertisements. This implies that although AI promotions have an effect, content customization might be strengthened to better suit customer preferences.

The third goal investigated how AI might boost customer confidence and trust in Samsung goods. Although some respondents said they trusted AI generated ads, worries about the ethical ramifications came to light as obstacles to greater trust. These problems show how Samsung must employ AI in a transparent and moral manner so that users are aware of how their data is used and how AI may help them. Samsung can increase customer confidence in its brand by resolving these issues.

All things considered, the results support the goals of the study and provide insightful information about customer knowledge, decision-making, and trust in AI-powered marketing. Samsung can maximize the efficacy of its AI-driven tactics in the Omani market by filling up the knowledge, engagement, and ethical transparency gaps.

Overall, these results show that AI generated advertisements are considered as an investment and crucial tool, its used not only to simplify product communication with customers but it also fosters interest of the customers and build trust. Moreover, These AI promotions have a significant impact and reflect decision making, satisfaction of the customers and the value of the brand. Also, AI generated advertisement will offer Samsung a great advancement in the AI technologies in marketing. Samsung is a well-known company throughout the world; it can strengthen their position in the market and continue improving the effectiveness of promotional campaigns through addressing gaps in customers knowledge and emphasising and embracing of AI.

The study results shows effectively that most of the customers are convinced with the AI based advertisements which is based on use of picture, text, and videos using animation and special effects. Also, the AI based advertisement and promotion are strongly supporting in building customer confidence towards the Samsung products as it creates strong knowledge and information towards the product.

V. RECOMMENDATIONS

These are the recommendations related to the findings of the research.

- 1- Hosting workshops and webinars with Samsung customers and marketers about the awareness and uses and the role of Artificial intelligence in their devices.
 - 2- Creating engaging videos using AI in different languages and perspective to make people aware and enhance brand reach and building brand image
 - 3- To enhance transparency and data privacy, Samsung should clearly explain how the AI is going to enhance the user experience and how the advertisement data is collected.
 - 4- Samsung should be able to personalize advertisements and analyze customer preferences using Artificial intelligence without breaking the trust of customers and all their information should be held confidential.
 - 5- Including manuals and leaflets with information about AI that is operated in their devices.
 - 6- Creating more engaging content using AI-like virtual product features.
 - 7- Publishing customer reviews that focus on product features and their use of AI.
 - 8- Highlighting how AI could simplify different tasks done on the devices through advertisements.
- Samsung could take advantage of this research to better leverage their AI functions and features and gain competitive advantage across the market.

VI. OVERALL SUMMARY

At the conclusion of the research, the researchers were able to answer the research questions with the answers, the researchers were able to achieve their objectives which in simple words were to understand and identify to what extent the use of AI for advertising and promotional materials for Samsung will impact customer behavior toward the products. With the help of previous studies and the surveys that were conducted, the researchers were able to identify that (1) Referring to the findings in Chapter 5, the majority are natural and require further information about AI before making a final decision, and a sold 22% are unlikely to test AI. (2) Referring to the findings in Chapter 5, in terms of building consumer confidence with AI it was identified that most have shown negative responses in terms that the use of AI will

reduce their trust in the brand. (3) Referring to the findings in Chapter 5, 93.6% of respondents have shown to be familiar with Artificial intelligence but not necessarily knowledgeable about it, meaning that they understand the concept but not how it can be used to create advertising and promotion for Samsung.

REFERENCES

- [1] Beg, A. and Tiwari, N. (2021) 'Impact of artificial intelligence (AI) on digital advertising,' Academia.edu [Preprint]. <https://www.academia.edu/download/76610419/150828paper.pdf>.
- [2] Bhuiyan, K.H., Ahmed, S. and Jahan, I., (2024). Consumer attitude toward using artificial intelligence (AI) devices in hospitality services. *Journal of Hospitality and Tourism Insights*. Available at: <https://www.emerald.com/insight/content/doi/10.1108/JHTI-08-2023-0551/full/html>
- [3] Della Corte, V., Sepe, F., Gursoy, D. and Prisco, A., (2023). Role of trust in customer attitude and behavior formation towards social service robots. *International Journal of Hospitality Management*, 114, p.103587. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0278431923001615>
- [4] Eickhoff, F. Zhevak, L. (2023). The consumer attitude towards AI in marketing. Available at: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=The+consumer+attitude+towards+AI+in+marketing&btnG=#d=gs_qabs&t=1709842383161&u=%23p%3DjR3yMT5gWLUJ
- [5] Kuylenstierna, E. and Trägårdh, H. (2021) Customers perception of Artificial Intelligence as Chatbots in CRM. Available at <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1559750&dswid=-3244>.
- [6] Milosheska, E. (2019) Public attitude towards artificial intelligence and data collection in digital marketing. Available at <https://www.theseus.fi/handle/10024/227031>.
- [7] Paschen, J& Kietzmann, J & Treen, E. (2018) How Marketers Can Leverage Artificial Intelligence Along the Consumer Journey. available at: https://www.researchgate.net/publication/327500836_Artificial_Intelligence_in_Advertising_How_Marketers_Can_Leverage_Artificial_Intelligence

- nce_Along_the_Consumer_Journey
- [8] Research on Artificial Intelligence Customer Service on Consumer Attitude and Its Impact during Online Shopping. Available at: <https://iopscience.iop.org/article/10.1088/1742-6596/1575/1/012192/meta>
- [9] Rai, S. Kumar, S. (2023). THE IMPACT OF AI ON CONSUMER BEHAVIOUR: AN EXPLORATORY STUDY OF CONSUMER ATTITUDES TOWARDS AI-POWERED MARKETING. Available at: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=THE+IMPACT+OF+AI+ON+CONSUMER+BEHAVIOUR%3A+AN+EXPLORATORY+STUDY+OF+CONSUMER+ATTITUDES+TOWARDS+AI-POWERED+MARKETING&btnG=#d=gs_qabs&t=1709842106505&u=%23p%3DWTfhPCGqkjMJ
- [10] Sood, R. & Verma, M. & Sabharwal, D. (2022). Studying the Relationship between Artificial Intelligence and Digital Advertising in Marketing Strategy. Vol.16. available at :
- [11] https://www.researchgate.net/publication/371686837_STUDYING_THE_RELATIONSHIP_BETWEEN_ARTIFICIAL_INTELLIGENCE_AND_DIGITAL_ADVERTISING_IN_MARKETING_STRATEGY
- [12] Spais, G & Jain, V. (2023). AI marketing and AI-based promotions impact on consumer behavior and the avoidance of consumer autonomy threat. available at:
- [13] https://www.researchgate.net/publication/374234370_AI_marketing_and_AI-based_promotions_impact_on_consumer_behavior_and_the_avoidance_of_consumer_autonomy_threat
- [14] Vlačić, B., Corbo, L., e Silva, S.C. and Dabić, M., (2021). The evolving role of artificial intelligence in marketing: A review and research agenda. *Journal of Business Research*, 128, pp.187-203. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0148296321000643>
- [15] Yu, Y. (2021) The Role and Influence of Artificial Intelligence on Advertising Industry. Vol.631. available at: <https://www.atlantispress.com/article/125968492.pdf>
- [16] Yau, K. Saad, N. Chong, Y. (2021) Artificial Intelligence Marketing (AIM) for Enhancing Customer Relationships. Available at: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Artificial+Intelligence+Marketing+%28AIM%29+for+Enhancing+Customer+Relationships&btnG=#d=gs_qabs&t=1709842281757&u=%23p%3D1iNILNfoGTEJ
- [17] Ziakis, C. Vlachopoulou, M. (2023). Artificial Intelligence in Digital Marketing: Insights from a Comprehensive Review. Available at: https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Artificial+Intelligence+in+Digital+Marketing%3A+Insights+from+a+Comprehensive+Review&btnG=#d=gs_qabs&t=1709842212404&u=%23p%3DbrBr2rhsQM-MJ