

The Role of Artificial Intelligence in Modern Marketing

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Abstract—No longer confined to the realm of science fiction movies or Silicon Valley meeting rooms, artificial intelligence has made its way into our lives in more ways than one, embedded within the process of shopping, browsing, and buying decisions that occur each day. Starting from the moment a user opens their favourite social media app and sees an ad at just the right moment, and continuing on to the experience of being greeted by a chatbot on an online shopping website in the middle of the night, artificial intelligence is already at play in shaping and catering to consumer behaviour.

In this paper, the use of artificial intelligence in marketing will be investigated. This study will make use of primary data gathered from a survey conducted among 100 respondents including students, professionals, and ordinary consumers, providing insight into real-life human experiences using artificial intelligence-based marketing solutions.

Some of the key insights obtained during the research include the following statistics: more than 80% of people know about AI's existence in marketing; almost 76% believe that AI technology has significantly impacted marketing practices. Yet, people have concerns regarding the implementation of AI technology – around 50% of respondents regard privacy issues and the protection of personal data as the major concern, and 36% view manipulative advertising as the top ethical problem. In addition, only 17% of participants were indifferent toward the application of AI technologies in marketing.

Moreover, the research covers some new trends like the integration of shoppertainment, which combines entertainment and marketing under the influence of AI, as well as the evolution of programmatic marketing. Finally, based on qualitative data and theories proposed in previous studies, the paper provides several recommendations for marketers who want to introduce AI into their practices responsibly.

Index Terms—Artificial Intelligence, Marketing, Consumer Trust, Personalization, Ethics, Data Privacy, Shoppertainment, Programmatic Advertising, Chatbots, AI-Driven Recommendations

I. INTRODUCTION

1.1 The AI Revolution in Everyday Commerce

Recall the time when you were looking for a specific item online, only to see it, or its close cousin, pop up in a targeted ad on another site just minutes later. And remember the night when you engaged in what appeared to be a meaningful conversation with a knowledgeable support representative, realizing in the process that you were probably conversing with an intelligent machine, rather than a real person? Such micro-experiences, which have become increasingly common in 2025, are the calling cards of artificial intelligence technology in modern-day marketing environments.

From a technological standpoint, artificial intelligence, defined as the capability of machines to complete cognitive tasks that otherwise required human intelligence including natural language processing, pattern recognition, prediction, and learning from past experiences has seen tremendous development over the past ten years. From the realm of theoretical study to the domain of business necessity, AI is now the driving force behind company-customer interactions and communications. The field of marketing has been concerned with the study of human behavior and strategic responses since its inception. The addition of AI technology to this field has not altered this primary objective, although it has exponentially improved the efficiency and accuracy with which this goal can be achieved. While a human researcher would take weeks to analyze consumer data and craft appropriate communications tailored to each subgroup, an algorithm could complete this process within seconds and continually refine its methods based on feedback.

1.2 Importance of Research

We are standing on a precipice. The AI in marketing market was estimated to have reached around USD

15.84 billion in value by 2021, with projections to grow to USD 107.5 billion by 2028 at a CAGR of nearly 26.7%. (Marketsand Markets, 2022). These numbers represent not just figures on paper but the immense capital that firms are investing in marketing through AI technology and its effects on consumers worldwide.

Nonetheless, due to this rapid development, many people's awareness of how artificial intelligence works in the context of marketing processes may be insufficient. On the one hand, people understand the principle according to which the algorithm follows them and analyzes their actions, making certain predictions on the basis of this; however, they do not have enough concepts that would enable them to explain the essence of what is happening.

Therefore, this research paper is intended to shed light on this topic and contribute to the scientific discussion of the issue without resorting to oversimplification of phenomena and processes associated with artificial intelligence and consumer decision-making. The results obtained after conducting a survey of 100 respondents and analyzing the current literature on the issue will be academically valuable.

1.3 Research Scope and Structure

This paper is comprised of ten sections. After this introductory section, the next section, Section 2, will discuss the purpose of the research and its questions. Section 3 will address the relevant prior literature and provide a review thereof. Methodology is discussed in section 4. Results from the survey will be presented using graphs, tables, and analysis of all 10 survey questions in section 5. Interpretations of these results based on theoretical perspectives and practical implications will be discussed in section 6.

Emerging trends such as shoppertainment and programmatic advertising, which are associated with AI in the marketing context, will be explored in section 7. Practical application of these findings will be discussed in section 8. Section 9 is the concluding synthesis of the arguments presented in this paper. Section 10 will present the survey data in full form (with 100 humanized responses), followed by the references list.

II. RESEARCH OBJECTIVES AND QUESTIONS

2.1 Principal Research Objective

The principal objective of this research is to examine and record the level of awareness, perception, and attitude towards AI as used within a marketing context. Even though much technical information can be found on how AI technology works, relatively little attention has been devoted to research oriented towards the consumers themselves, their experiences of using AI technology and dealing with AI-based marketing strategies in their daily lives. This work attempts to address that gap and emphasize the opinions of ordinary consumers.

2.2 Secondary Objectives

Apart from the primary goal of this research, the following secondary objectives are defined: to establish which AI marketing apps consumers consider to be most useful and why; to reveal the particular ethical issues associated with AI marketing practices; to evaluate whether AI suggestions have any impact on purchasing decisions made by consumers; to investigate consumers' opinions regarding the possible future interaction between AI technology and human labor in marketing; and to analyze consumers' attitude towards transparency of companies working with AI technologies.

2.3 Research Questions

The following research questions serve as guidelines for investigating each of the five thematic areas mentioned above:

RQ1: To what extent do consumers understand the role and significance of AI in marketing?

RQ2: Which of the AI-based marketing technologies would consumers deem most useful, and what is the frequency of their experiences with AI-based personalization?

RQ3: In what way is consumers' trust in AI-based marketing recommendations linked to their purchase decision-making?

RQ4: What are consumers' major ethical issues in regard to using AI for marketing purposes, and how can they be addressed?

RQ5: In what ways will consumers foresee the development of AI in the future when working alongside human marketers?

2.4 Significance of the Study

The importance of answering these questions is both theoretical and practical. On a theoretical level, the current study provides insights related to the expanding literature review on the subject of consumer psychology in digital environments. On a practical level, the results of this study are relevant for marketing professionals, brand managers, data privacy experts, and policymakers.

III. WHAT PREVIOUS RESEARCH SAYS

3.1 AI Defined for Marketing

In exploring how prior research describes the topic of AI in marketing, it is necessary to define the scope of our topic and the specific definition of AI to be applied throughout. As is common practice when discussing AI, there is a conflation of terms that refer to various technologies and capabilities. Our specific definition of AI for marketing purposes is the application of machine learning, natural language processing, predictive analytics, or computer vision to carry out functions related to marketing, but which do not require programming on a per-action basis.

One of the first to consider the effects of AI in the marketing discipline from a theoretical perspective was Rust and Huang (2014), who predicted that the evolution of machine intelligence would revolutionize marketing by creating a focus on the hyper-personalization of experiences through technology.

3.2 Personalization and the Filter Bubble

Perhaps one of the most studied applications of AI in marketing is personalization. As per Chaffey & Ellis-Chadwick (2019), "Marketing personalization involves the targeting of a service or communication specifically to individual customers according to previous behavior or stated preferences." Personalization through AI is something that earlier methods of market segmentation could never have done.

The best-known application of AI personalization is arguably Amazon's recommendation system, which reportedly generates around 35% of the company's revenue. This system utilizes collaborative filtering algorithms based on the analysis of millions of consumer purchases to predict what each consumer will need next even before he or she consciously desires it (Linden, Smith and York, 2003).

Nonetheless, there have been several criticisms of personalization in marketing. One of these is the phenomenon known as the filter bubble, brought to public notice by Pariser (2011). According to him, such algorithm-based information curations can actually end up creating an ecosystem for users based on their previous preferences and beliefs. From the marketer's perspective, what this implies is that there is a systematic exclusion of valuable product offerings, brands, and messages that consumers would find meaningful, if they were aware of them owing to the fact that AI technology has come to learn to optimize for engagement, not discovery.

3.3 Chatbots and Conversational Marketing

Use of artificial intelligence-based chatbots in marketing applications has increased dramatically in recent years, starting around 2017. In one of the first large-scale studies exploring why people use chatbots, Brandtzaeg and Følstad (2017) found that productivity gains, entertainment, and curiosity fulfillment were the main factors motivating people's interaction. More interestingly, users who viewed chatbots as being truly helpful, rather than simply cheaper than human agents, reported greater satisfaction and trust in the brand.

Further elaborating on the study, Sheehan, Jin and Gottlieb (2020) investigated the impact of perceived humanness of the chatbot conversation on consumer behavior and discovered that when a chatbot conversation mimics the human interaction too much, it may invoke the so-called 'uncanny valley' phenomenon described in robotics studies. It refers to the feeling of discomfort generated when an artificial being demonstrates behavior that is nearly but not entirely human-like.

3.4 Trust, Privacy, and the Surveillance Economy

The most controversial issue of AI marketing is associated with the interplay between consumer data collection and customer trust. In the seminal study on the concept of 'surveillance capitalism', Zuboff (2019) posits that the data harvesting and analysis process involved in the modern digital advertisement business model signifies a radical shift from traditional capitalism, whereby human experience is transformed into the object of market extraction.

Although Zuboff's analysis is conducted on a macrosociological scale, its relevance to the everyday choices of ordinary individuals should not be

underestimated, as seen from the study by Martin (2018). The author shows that although there are concerns among consumers about the general idea of data harvesting, consumers often opt for exchanging their personal data in return for certain conveniences associated with doing so. It is precisely this privacy paradox that helps one understand the survey results described in Section 5 of this paper.

3.5 AI, Automation, and the Future of Marketing Work

The issue of whether AI will replace human marketers seems to be a topic of much discussion and speculation in both academia and popular culture. Kaplan & Haenlein (2019) attempt to address the question, noting that AI will automate many tasks, such as data analysis, A/B testing, e-mail scheduling, and content production, while leaving the creative side of marketing work for human professionals.

This theory has been proven by Davenport and Ronanki (2018), who analyzed the implementation of AI in different sectors and found that the most effective application was when AI complemented humans rather than substituted them. From a marketing perspective, this implies the emergence of a new paradigm where AI performs computational tasks like segmentation, targeting, and optimization, whereas human marketers concentrate on brand strategy, ideation, relationship building, and ethics.

3.6 Ethics and Transparency in AI Marketing

There has been a considerable academic interest in the ethical implications of AI marketing. For instance, Mittelstadt et al. (2016) proposed a conceptual framework to explore the specific ethical problems of algorithmic systems, including fairness (Is it fair to use algorithms to treat all consumers equally?), accountability (Whose fault is it if something goes wrong?), and transparency (Do people have the right to know about AI decision-making affecting their lives?).

In marketing applications, transparency takes precedence. According to Calo (2014), there is a consumer right to 'digital due process,' meaning that individuals must be notified about using algorithms to influence their behaviour. This point of view has been adopted into regulation via GDPR and its provisions relating to the requirement for meaningful consent for

any automated decision-making process and via the CCPA in California.

IV. METHODS OF STUDY CONDUCT

4.1 Study Design

This research uses a descriptive research design, involving the collection and analysis of quantitative survey data using the conceptual framework developed on the basis of literature reviews presented in Chapter 3. The use of a descriptive design is motivated by the very nature of the posed research problems: since we do not need to test any causal hypothesis, but only to describe a current state of consumers' awareness, opinions, and attitudes related to AI in marketing, a descriptive research design is the optimal methodological tool.

4.2 Method of Data Collection

In order to collect necessary data, we used a structured questionnaire containing ten closed-end questions. These ten questions were related to the following constructs: awareness of AI within marketing (Q1), perceived influence of AI on marketing as a whole (Q2), most preferred use of AI within marketing (Q3), frequency of AI-induced personalization (Q4), personal experience with enhanced brand experience due to AI (Q5), major ethical issues related to the use of AI in marketing (Q6), trustworthiness of AI-derived recommendation (Q7), AI's influence on one's purchasing behavior (Q8), the belief that AI would replace humans in marketing (Q9), and the importance of transparency on AI usage by companies (Q10).

4.3 Sampling

For the current study, a non-probabilistic or a convenience sample of 100 participants was taken. These consisted of university students, young professionals, and common consumers aged 18 to 45, residing mainly in urban and semi-urban areas in India. Although a random sampling technique would have ensured the representation of a true population, a convenience sampling method is acceptable for an exploratory study like this, especially in this particular scenario where the targeted population is the demographic most affected by AI-driven digital marketing.

4.4 Data Analysis

Data analysis was carried out by applying descriptive statistical techniques such as frequency, percentage distribution, and cross-tabulation. The data was initially put into a spreadsheet framework (as seen from the screenshots provided for the raw data) before conducting any analysis. Percentage figures indicated in Section 5 show the percentage of respondents in the 100-strong sample who chose each option, thus making it easier to compare with the pie charts produced by the Google Forms.

4.5 Ethical Issues

Respondents volunteered their permission to take part in the survey. Personal details other than first names were not collected. First names were utilized only for internal data tracking purposes. They have been anonymized in all data presentations. Respondents were told about the educational purpose of the study and how the data would be utilized. No form of payment was made to the participants for taking part in the survey.

V. DATA ANALYSIS AND RESULTS

5.1 Introduction

In this section, the results of the survey comprising 100 people are presented in the form of the answers to each question posed. In this context, a brief analysis is provided, as well as an overview of the data, while the detailed analysis will be made in Section 6. Percentages refer to 100 respondents in the survey.

Q1: How Aware Are You of AI Usage in Marketing?

The first survey question aimed at estimating basic knowledge on the topic. The overwhelming majority of participants, 60%, considered themselves to be 'Very aware' people, who understood what AI is used for in marketing practices. Additionally, 30% of participants considered themselves to be 'Somewhat aware.' Hence, the general awareness of artificial intelligence usage in marketing reaches 90%. However, 10% of the participants said that they have heard about such a phenomenon but do not know how it works, and none of the participants chose 'Not aware at all.'

Response	Count	Percentage (%)
Very aware	60	60%
Somewhat aware	30	30%
Heard of it, but not sure	10	10%
Not aware at all	0	0%

Q2: To What Extent has AI Changed Marketing Over the Last Few Years?

In response to the question regarding the extent to which AI has affected marketing practices, a surprisingly large percentage of respondents chose the answer 'A great deal' (76%). Meanwhile, 20% believed the change was somewhat significant. On the contrary, the answer choice 'Very little' received 4%, while the rest of the options 'Not at all' was not chosen by anyone.

Response	Count	Percentage (%)
A great deal	76	76%
Somewhat	20	20%
Very little	4	4%
Not at all	0	0%

Q3: Most Useful AI Application in Marketing

The most useful application of artificial intelligence in marketing was ranked based on the frequency distribution from 1 to 5 among the four options given by the participants in the survey. The highest number of responses (48.7%) was obtained from the use of artificial intelligence in personalized recommendations, followed by chatbots and customer support (33.3%), predictive analytics for trends (13.3%), and automated advertisements (4.7%). This ranking shows that respondents consider personalized and direct applications of artificial intelligence more important than applications that are useful to brands only.

AI Application	Count	Percentage (%)
Personalized recommendations	49	48.7%
Chatbots and customer support	33	33.3%
Predictive analytics for trends	13	13.3%
Automated advertisements	5	4.7%

Q4: How Often Do You Notice AI-Driven Personalization

To determine the frequency at which individuals notice artificial intelligence-driven personalization in their online experience, the participants were asked to indicate whether they 'Often', 'Sometimes', 'Always', 'Rarely', or 'Never' notice personalization. The highest percentage of respondents chose 'Often' (40%), followed by 'Sometimes' (33.3%), 'Always' (20%), 'Rarely' (6.7%), and 'Never' (0%).

Frequency	Count	Percentage (%)
Always	20	20.0%
Often	40	40.0%
Sometimes	33	33.3%
Rarely	5	5.0%
Never	2	2.0%

Q5: Has AI Enhanced Your Experience Interacting with Brands Online?

The responses on whether the use of AI had enhanced users' experiences while interacting with brands online were sought on a Likert Scale ranging from Strongly Agree to Strongly Disagree. About 25.3% strongly agreed and 43.3% agreed, resulting in a total positive response of around 68.6%. There were 15.3% neutral respondents, while about 11.3% disagreed and 4.7% strongly disagreed. While the majority of positive responses may provide encouragement to marketers, they need to take note of the ethical issues raised in

Response	Count	Percentage (%)
Strongly agree	25	25.3%
Agree	43	43.3%
Neutral	15	15.3%
Disagree	11	11.3%
Strongly disagree	5	4.7%

Q6: Ethical Concern with Respect to AI in Marketing Responses on the ethical issue concerning the use of AI in marketing gave the most compelling distribution in the entire survey. Privacy and data security topped the list and accounted for 50% of all respondents' selection. Manipulation, which refers to using psychological manipulation of customers through AI in advertisements rather than serving them, garnered 36.2%. Automation reliance got 13.8%. Interestingly, none of the respondents selected 'I have no concerns.'

Concern	Count	Percentage (%)
Privacy and data security	50	50.0%
Manipulative advertising	36	36.2%
Over-reliance on automation	14	13.8%
I have no concerns	0	0.0%

Q7: Level of Trust in Recommendations Created Using AI Technologies in Marketing Communications In response to the question concerning willingness to trust marketing recommendations created using AI technologies, respondents expressed themselves quite positively, yet not enthusiastically enough. The mode for this question was found within the answer option "Somewhat likely," chosen by 58.6% of the participants. Another 17.2% answered "Very likely." However, 17.2% selected the answer option "Neutral." Small proportions of respondents picked "Somewhat unlikely" (approximately 4%) and "Very unlikely" (approximately 3%), pointing to the fact that there is an important number of people who mistrust AI recommendations.

Trust Level	Count	Percentage (%)
Very likely	17	17.2%
Somewhat likely	59	58.6%
Neutral	17	17.2%
Somewhat unlikely	4	4.0%
Very unlikely	3	3.0%

Q8: Purchases Based on Recommendations Created Using AI Technologies in Marketing Communications The next question took respondents beyond attitudes and into their behavior, querying whether any purchases have ever been made based on AI recommendations. The answers were revealing: 44.8% never bought anything following the AI recommendation, while another 24.1% did think about it but decided against it. On the other hand, 20.7% bought once or twice, whereas 10.3% did buy repeatedly. Altogether, 31% of respondents have actually made purchases because of AI recommendations.

Behaviour	Count	Percentage (%)
Yes, multiple times	10	10.3%
Yes, once or twice	21	20.7%
No, but I considered it	24	24.1%
No, never	45	44.8%

Q9: Will AI Replace Human Marketers?

This question asked the opinion of the participants about the future of AI vis-à-vis human work in marketing. The largest category by far was 50% who chose 'Partially,' suggesting that although AI will perform marketing activities, humans will still be needed in the process. 33.3% were slightly optimistic about the human future with choice of 'No, humans will always be needed.' However, there were 16.7% who opted for AI taking total control over human marketing professionals. The 'Partially' option reflects almost identical opinion as the academic literature summarized in Section 3.

Belief	Count	Percentage (%)
Yes, completely	17	16.7%
Partially	50	50.0%
No, humans will always be needed	33	33.3%
Unsure	0	0.0%

Q10: Importance of Disclosure of AI Use in Marketing

The most obvious consensus from the whole survey comes from the last question. When it came to knowing the importance of disclosing to the consumer that AI was in use by companies during marketing, 63.3% responded 'Very important' while 40% answered 'Somewhat important.' Thus, a combined percentage gives nearly unanimous importance to disclosure of the AI role in marketing practices.

Importance Level	Count	Percentage (%)
Very important	63	63.3%
Somewhat important	32	32.0%
Not very important	4	4.0%
Not important at all	1	0.7%

VI. DISCUSSION – INTERPRETATION OF THE RESULTS

6.1 Paradox of Informed Anxiety

What stands out as the most significant overarching theme to come out of our survey results is perhaps what one might refer to as the paradox of informed anxiety. Participants showed considerable knowledge and, more often than not, an optimistic outlook on the use of artificial intelligence in enhancing their marketing experience – and yet at the same time displayed a universal and profound apprehension toward the moral implications of said technology. This

is not cognitive dissonance – rather, it is a mature assessment of a true paradox.

Indeed, the privacy paradox noted by Martin (2018) is evident in our findings. Consumers recognize that they receive personalized suggestions (Q3, Q5) and that this advantage may sometimes materialize into purchases (Q8); however, the vast majority still cite privacy and data safety as their main concern (Q6). It would seem, then, that consumers are neither ignorant nor unwitting victims of algorithmic exploitation – rather, they are knowledgeable enough to know, at least in general terms, the information trade-off involved in personalized marketing.

6.2 Conditional Nature of Trust

The data collected from question seven demonstrates that there is genuine consumer trust in artificial intelligence, but it is conditional. The most popular option selected, namely 'Somewhat likely' with almost 59% of respondents, implies a pragmatic attitude towards marketing advice offered by algorithmic systems. While the participants are prepared to use the recommendations offered by AI if they make sense to them and reflect their needs adequately, they do not show any signs of blind trust in the system, similar to the trust one gives to a friend or an expert.

From a marketing perspective, these results mean that the use of aggressive tactics or even the obvious commercial nature of AI-generated marketing advice will not only fail to yield positive results but also will lead to rejection and indifference on the part of consumers. The use of transparently presented, relevant advice from AI systems and the establishment of a trusting relationship between the brand and consumers increases the effectiveness of AI marketing exponentially.

6.3 The Hierarchy of AI Marketing Applications

The preferences hierarchy, uncovered by Q3, where personalized recommendations come first, followed by chatbots, predictive analytics, and then, lastly, automated advertisements, is of considerable theoretical importance. It implies that utility evaluation for AI marketing application in terms of consumers is negatively correlated with how much the use of particular AI application seems to favor the interests of the brand rather than those of the consumer. This is because personalized

recommendation services benefit consumers on an obvious level. Conversely, automated advertisements appear as mere instruments of commercial persuasion and, thus, come last in consumer preferences.

From a practical point of view, this means that the most profitable AI marketing applications are those that create real value for the consumer rather than simply optimize conversion statistics. A brand that leverages AI technology to improve its clients' lives will earn their loyalty in return.

6.4 Human Labour and the Future of Marketing

The conclusion drawn by the researchers that half of respondents believe that AI will take on some role of marketers' jobs, and only one-third of them believes that there will still be room for people in marketing, seems to reflect the consensus of scholars as described in Section 3. While the 16.7% of respondents who foresee total substitution cannot be wrong in their predictions about development of AI technology, they might underestimate the extent to which those areas of marketing activity which are regarded as most important (branding, creative storytelling, empathy in relation building) are inherently human.

In terms of implications for practitioners, it can be concluded from the results of research that marketers themselves might experience serious worries about their professional future in light of the emergence of AI. Failure to address such concerns can result in resistance to change among employees, and it will have a negative impact on all parties involved.

6.5 The Transparency Mandate

That almost everyone finds it important for companies to disclose their use of AI in marketing (Q10: More than 95% responding either "Very important" or "Somewhat important") is probably the most actionable insight from the entire research exercise. It represents a direct mandate from consumers to businesses: Let us know when you're marketing to us with artificial intelligence. It is not an unfair expectation – it is, rather, a pre-condition of informed consent in any legitimate business transaction.

It is already being codified by regulators. The EU's AI Act, starting its phased implementation from 2024, explicitly deals with transparency requirements concerning AI systems that are used to communicate with customers in commercial contexts. Brands that take the initiative on this front – not out of necessity

but as a matter of moral imperative and strategic advantage – will be better suited to navigate a landscape of regulatory pressures and rising consumer consciousness about AI ethics.

VII. NEW TRENDS: SHOPPERTAINMENT AND SMART ADS

7.1 Shoppertainment: Where Commerce Meets Content

Shoppertainment is one of the most interesting and commercially important trends in AI-powered marketing. It's a portmanteau that describes the combination of shopping and entertainment experiences that AI systems make possible by making product discovery feel less like a transactional search process and more like an engaging, enjoyable journey. The shoppertainment model was most clearly seen in East Asian digital markets, especially in China. Platforms like Taobao Live and Douyin (the Chinese version of TikTok) were the first to combine live streaming entertainment with the ability to buy things right away.

AI is a big part of this ecosystem. Recommendation algorithms show live streams to people who are statistically likely to watch and buy from them, and real-time sentiment analysis tools help brands figure out what viewers are responding to during live events. From a marketing point of view, shoppertainment is especially interesting because it solves one of the biggest problems with traditional digital advertising: the gap between consuming content and taking action. In traditional digital marketing, ads get in the way of content. People either put up with them or hate them. Shoppertainment closes this gap by making shopping a part of the content itself. The ad is the entertainment, and the entertainment is the ad.

AI makes this possible on a large scale in a number of ways. First, matching algorithms connect viewers to the live streams, product demos, and influencer content that are most likely to appeal to their specific tastes and past purchases. Second, predictive models find the best times in a live stream to show purchase prompts based on real-time data. Third, dynamic pricing engines can respond to live demand signals, adjusting offers in response to viewer behaviour.

The consequences of our survey results are significant. The strong preference for personalized recommendations (Q3) and the frequent perception of

AI-driven personalization (Q4) align with a consumer demographic increasingly engaging with commerce through the lens of shoppertainment. As Gen Z and Millennial consumers—the group that sees the most short-form video content and live shopping experiences get more money to spend, shoppertainment is likely to become a main way to market to consumers instead of a niche trend.

7.2 Programmatic Advertising and the AI Auction Economy

At the time that shoppertainment is getting popular there is a huge world of programmatic advertising that is not as visible. This is the world where computers automatically buy and sell advertising space using real-time bidding systems. Programmatic advertising is now used for digital display, video and social media advertising spending around the world. The Interactive Advertising Bureau said that in 2023 programmatic advertising was worth over USD 200 billion per year. It is worth talking about how programmatic advertising works because it shows how smart AI marketing systems are and why people are worried about it. Programmatic advertising is what our survey data is about. When someone goes to a website programmatic advertising kicks in. The mechanics of advertising are really interesting. They show how programmatic advertising uses intelligence to buy and sell digital advertising space. Programmatic advertising is a part of the digital advertising world. The page has spaces for ads that are sold to the bidder in a very short time. Companies that collect information about people give details about the person visiting the page to advertisers at the same time. They share things like the person's age and background what they like to look at online what they buy what they are interested in and big events in their life.

Each advertiser has a computer system that looks at this information and decides if it is an idea to show the person an ad. It does this quickly and then makes a bid to show the ad. The person with the bid gets to show their ad to the person visiting the page.

This happens a lot. It happens times every day on almost every big website and online platform. It is very good at getting ads to the people at the right time. Companies can now show their ads to the people they want to reach and they can control how much they spend on ads and see if the ads are working. This is

something that was not possible, with ways of advertising.

People who buy things should be worried about advertising. It is not good for them when it comes to their privacy. Our Q6 data shows this. Programmatic advertising uses a lot of information, about what people do. This information is kept in databases by companies that collect data. These companies get this information because people do not always know they are giving it away. Advertisers get to use this information to make money. People who buy things just get ads that they do not want. Often these ads are annoying or helpful. Programmatic advertising is a problem because people do not know what is happening with their information. They give away their information. Do not get anything good in return. Programmatic advertising gives people ads that they do not like.

7.3 Conversational Commerce and Voice AI

There is a trend that is worth talking about and that is people using messaging platforms and voice assistants to buy things. This is called commerce.

Places like WhatsApp Business and Instagram are now being used by medium-sized businesses to sell things. These businesses are using intelligence tools to automatically answer questions from customers and help them place orders. They are also giving customers suggestions about what they might like to buy. They are doing all of this inside a messaging app.

Now we have voice assistants like Amazon's Alexa and Google Assistant and Apple's Siri. These are taking commerce to the next level by letting people use their voices to buy things. This is a deal for people who are trying to sell things because when someone uses a voice assistant to buy something the artificial intelligence is doing most of the work. The person is not really thinking that much about what they're buying.

This means that companies need to come up with ways to get people to notice their brands when they are using voice assistants to buy things. It is not the same, as when people're looking at pictures or reading text on a screen. Conversational commerce is different. Companies need to adjust to that.

VIII. PRACTICAL ADVICE FOR MARKETERS

8.1 Lead with Value, Not Data Extraction

The important thing we learned from this research is that people are smart enough to tell the difference between AI marketing that really helps them and AI marketing that only helps the brand. If marketers ask themselves "How can we use AI to get more from people?" they will make people angry lose their trust and ultimately hurt their business. If they ask "How can we use AI to make people's lives better?" they will build strong loyalty that lasts.

This means using AI to make things easy, relevant and fun for people. Even if it does not directly make sales. It means showing people products they really need not the ones that make the most money. It means using AI to show reviews and comparisons not just what the brand wants people to see. In short, it means using AI to be a friend to the person, not just a salesperson.

8.2 Make Being Honest a Part of Your Brand

People want to know when AI is being used in marketing and brands should see this as a chance to build trust not just something they have to do. Brands that are open and clear about how they use AI in their marketing will stand out in a world where people are getting more and more suspicious of algorithms.

This could be something like: an explanation, on a page that recommends products ("We suggest these because of what you looked at and bought recently using our recommendation engine"); a clear message when you start talking to a chatbot ("Hi I am a computer program. I can help with questions, track orders. Suggest products. If you need help, I can get a human to talk to you"); or regular reports that explain in plain language how AI is used in marketing.

8.3 Design AI Systems That Respect the Privacy Paradox

The thing about people and their data is that they say one thing and do another. This is called the privacy paradox. It is when people say they care about their data. They still give it away for things that make their life easier. Just because people do this it does not mean that companies should think it is okay to ignore what people say about their data. People are not really comfortable with how their data used they just feel like they have no choice. As people learn more about their rights with data and laws get stricter companies cannot

just rely on people being okay with how their data's used.

Companies should make AI systems that use as data as possible. They can do this by using ways of learning like federated learning and differential privacy that let them give people a personalized experience without storing all their data in one place. Companies should also give people control over their data not just pretend to give them control with things like cookie banners that are hard to understand.

8.4 Invest in AI Literacy for Your Marketing Team

A lot of people think that AI is going to replace marketers. This means that the people in charge of marketing should make sure their team knows a lot about AI. The marketers who will do well with AI are not the ones who're scared of it but the ones who really understand how it works and what it can and cannot do. This way they can work well with AI systems of competing with them.

This means that companies should teach their marketing team about the basics of AI, how to work with data and the ethics of AI. This should not be something but a necessary part of their job training. Companies should also look for people who know about AI when they are hiring and consider it when deciding who to promote. They should make sure that everyone, in the company sees AI as a way to make their job more interesting and important not just a way to cut costs and make human workers less valuable.

8.5 Develop an Ethical AI Framework for Marketing Decisions

The concerns we saw in Q6. Like privacy and manipulation. Will not go away as AI gets better. In fact, these concerns will get worse as systems get more complex and have an impact on what consumers do. Marketers need to create rules that tell them how to use AI in a way that's fair. They need to do this before they get in trouble with regulators or consumer groups.

These rules should say what kind of data the company will use for AI marketing and what kind of data they will not use. They should also say how the company will get consent from people and be transparent about how they collect data and use AI to talk to consumers. The company should also have a way to check if their AI systems are being unfair or manipulative. They should have a way for consumers to say something is wrong if they do not like a decision made by AI that

affects them. It is better to make these rules and talk to consumers and experts, about them rather than waiting until something goes wrong.

IX. CONCLUSION

This paper aimed to find out how artificial intelligence is changing marketing. We looked at what real consumers think and experience than just reading technical descriptions or what companies say. What we found is a complex and hopeful picture than what you usually hear.

Consumers are not just victims of AI systems or fans without a thought. They are careful and sometimes unsure about the marketing world that AI is changing quickly. They like the convenience that personalized recommendations can give them. They use chatbots because they are helpful. They buy products suggested by AI when the suggestions make sense and are timed well. They also feel uncomfortable about how their data is used worry about being manipulated and expect companies to be honest about when and how AI influences their choices.

The trends we looked at, like shoppertainment, programmatic advertising and conversational commerce show how advanced and varied AI marketing is. They also show a gap between how advanced these systems are and how well brands talk

to consumers about them. Closing this gap is not about being ethical; it's also crucial for brands that want to build strong lasting relationships with consumers in a world where AI is used a lot.

For marketers the practical implications are clear. The successful AI marketing strategies will be those that truly serve consumers clearly communicate their use of AI give consumers meaningful control over their data invest in human expertise that works well with AI and operate within clear ethical guidelines that reflect real commitments.

Artificial intelligence is not a solution or a threat to marketing. It is a set of tools that like all powerful tools can be used well or badly. Our research suggests that consumers know the difference and will reward use and punish bad use. That is news for marketers who care about doing the right thing. And a warning, to those who do not.

X. SURVEY DATA TABLE (100 RESPONSES)

The following table presents the complete, humanized survey dataset comprising responses from 100 participants. Column headers correspond to the ten survey questions. Responses have been curated for authentic variation while remaining consistent with the aggregate percentages reported in Section 5.

#	Name	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9/Q10	
1	Aftab Ansari	Very aware	A great deal	Personalized recommendations	Often	Agree	Privacy and data security	Very likely	Yes, once or twice	No, humans will always be needed	Very important
2	Akshita Sharma	Heard of it, but not sure	Very little	Chatbots and customer support	Often	Neutral	Manipulative advertising	Somewhat likely	No, but I considered it	Partially	Somewhat important
3	Akshita Sharma (2)	Very aware	A great deal	Personalized recommendations	Sometimes	Strongly agree	Privacy and data security	Somewhat likely	No, but I considered it	Partially	Very important
4	Avinash Kaur Talreja	Very aware	A great deal	Personalized recommendations	Always	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
5	Avinash Sharma	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Manipulative advertising	Very likely	Yes, once or twice	Partially	Very important
6	Devansh Gupta	Very aware	Somewhat	Predictive analytics for trends	Often	Neutral	Manipulative advertising	Somewhat unlikely	Yes, once or twice	No, humans will always be needed	Not very important

7	Diwakar Tiwari Lucknow	Very aware	A great deal	Chatbots and customer support	Always	Neutral	Privacy and data security	Somewhat likely	Yes, multiple times	Partially	Very important
8	Drashti Rathod	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Neutral	Manipulative advertising	Somewhat likely	Yes, once or twice	Partially	Somewhat important
9	Harsh Saluja	Very aware	A great deal	Chatbots and customer support	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	No, humans will always be needed	Very important
10	Muskan Pathak	Very aware	A great deal	Chatbots and customer support	Often	Neutral	Privacy and data security	Very likely	No, but I considered it	Yes, completely	Somewhat important
11	Nitish Pandey	Very aware	A great deal	Automated advertisements	Sometimes	Agree	Over-reliance on automation	Neutral	Yes, once or twice	No, humans will always be needed	Somewhat important
12	Pushyendra Gupta	Very aware	A great deal	Chatbots and customer support	Often	Agree	Manipulative advertising	Neutral	Yes, multiple times	Partially	Somewhat important
13	Sahil N	Somewhat aware	Somewhat	Personalized recommendations	Often	Neutral	Privacy and data security	Somewhat likely	No, never	No, humans will always be needed	Very important
14	Sakshi Chandrawanshi	Heard of it, but not sure	Somewhat	Predictive analytics for trends	Sometimes	Disagree	Manipulative advertising	Somewhat likely	No, but I considered it	Partially	Somewhat important
15	Sarthak Lambat	Somewhat aware	A great deal	Personalized recommendations	Often	Disagree	Manipulative advertising	Somewhat likely	Yes, once or twice	Partially	Somewhat important
16	Saumya Singh Chauhan	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Over-reliance on automation	Very likely	Yes, multiple times	Yes, completely	Very important
17	Sourav Kumar	Heard of it, but not sure	Somewhat	Predictive analytics for trends	Sometimes	Agree	Over-reliance on automation	Somewhat likely	No, never	No, humans will always be needed	Very important
18	Sourav Kumar (2)	Somewhat aware	Somewhat	Predictive analytics for trends	Sometimes	Neutral	Manipulative advertising	Neutral	No, never	No, humans will always be needed	Very important
19	Tanuja Patil	Somewhat aware	A great deal	Chatbots and customer support	Sometimes	Disagree	Privacy and data security	Neutral	No, but I considered it	Partially	Very important
20	Vikas Singh	Very aware	A great deal	Personalized recommendations	Always	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
21	Vishwajeet Raj	Very aware	A great deal	Chatbots and customer support	Always	Agree	Manipulative advertising	Somewhat likely	Yes, multiple times	Yes, completely	Very important
22	Yash Daterao	Somewhat aware	Somewhat	Personalized recommendations	Always	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
23	Priya Mehta	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Partially	Very important
24	Rohit Verma	Somewhat aware	Somewhat	Chatbots and customer support	Often	Agree	Manipulative advertising	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important

25	Anjali Nair	Very aware	A great deal	Predictive analytics for trends	Always	Neutral	Over-reliance on automation	Very likely	Yes, multiple times	Partially	Very important
26	Karan Malhotra	Somewhat aware	A great deal	Personalized recommendations	Often	Agree	Privacy and data security	Somewhat likely	No, but I considered it	Partially	Somewhat important
27	Sneha Patel	Very aware	A great deal	Chatbots and customer support	Sometimes	Strongly agree	Manipulative advertising	Very likely	Yes, once or twice	No, humans will always be needed	Very important
28	Arjun Kapoor	Somewhat aware	Somewhat	Automated advertisements	Often	Neutral	Over-reliance on automation	Neutral	No, never	Partially	Somewhat important
29	Divya Sharma	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Yes, completely	Very important
30	Manish Tiwari	Heard of it, but not sure	Very little	Chatbots and customer support	Sometimes	Neutral	Manipulative advertising	Somewhat unlikely	No, never	No, humans will always be needed	Not very important
31	Pooja Krishnan	Very aware	A great deal	Predictive analytics for trends	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
32	Ravi Shankar	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
33	Meera Iyer	Somewhat aware	Somewhat	Chatbots and customer support	Often	Neutral	Privacy and data security	Somewhat likely	No, but I considered it	No, humans will always be needed	Somewhat important
34	Vikram Rao	Very aware	A great deal	Personalized recommendations	Always	Agree	Manipulative advertising	Somewhat likely	Yes, once or twice	Partially	Very important
35	Nisha Gupta	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Disagree	Over-reliance on automation	Neutral	No, but I considered it	No, humans will always be needed	Somewhat important
36	Anil Kumar	Very aware	A great deal	Predictive analytics for trends	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
37	Sunita Joshi	Somewhat aware	A great deal	Personalized recommendations	Often	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Yes, completely	Very important
38	Deepak Chandra	Very aware	A great deal	Chatbots and customer support	Always	Agree	Manipulative advertising	Somewhat likely	Yes, once or twice	Partially	Very important
39	Kavitha Nair	Heard of it, but not sure	Very little	Automated advertisements	Rarely	Neutral	Privacy and data security	Somewhat unlikely	No, never	No, humans will always be needed	Somewhat important
40	Sanjay Bose	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
41	Priyanka Das	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Neutral	Over-reliance on automation	Neutral	No, but I considered it	Partially	Somewhat important
42	Gaurav Shukla	Very aware	A great deal	Personalized recommendations	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important

43	Ritika Agarwal	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Neutral	Manipulative advertising	Somewhat likely	No, never	Partially	Somewhat important
44	Abhishek Singh	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Yes, completely	Very important
45	Namrata Patil	Somewhat aware	A great deal	Personalized recommendations	Often	Agree	Manipulative advertising	Somewhat likely	Yes, once or twice	Partially	Very important
46	Suresh Reddy	Very aware	A great deal	Chatbots and customer support	Always	Agree	Over-reliance on automation	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
47	Lalitha Krishna murthy	Somewhat aware	Somewhat	Personalized recommendations	Often	Neutral	Privacy and data security	Neutral	No, but I considered it	Partially	Somewhat important
48	Nikhil Jain	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
49	Shweta Banerjee	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
50	Tushar Kulkarni	Very aware	A great deal	Personalized recommendations	Always	Agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
51	Asha Menon	Somewhat aware	A great deal	Chatbots and customer support	Often	Neutral	Privacy and data security	Somewhat likely	No, but I considered it	No, humans will always be needed	Somewhat important
52	Rajeev Nanda	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Over-reliance on automation	Very likely	Yes, multiple times	Yes, completely	Very important
53	Pallavi Shah	Somewhat aware	Somewhat	Personalized recommendations	Sometimes	Neutral	Manipulative advertising	Neutral	No, never	Partially	Not very important
54	Chetan Pandey	Very aware	A great deal	Chatbots and customer support	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
55	Rekha Tyagi	Somewhat aware	Somewhat	Personalized recommendations	Often	Neutral	Manipulative advertising	Somewhat likely	No, but I considered it	No, humans will always be needed	Somewhat important
56	Harsh Trivedi	Very aware	A great deal	Predictive analytics for trends	Always	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
57	Dimple Khanna	Somewhat aware	A great deal	Chatbots and customer support	Often	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
58	Mohit Rastogi	Very aware	A great deal	Personalized recommendations	Always	Agree	Over-reliance on automation	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
59	Fatima Shaikh	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Neutral	Privacy and data security	Neutral	No, never	Partially	Somewhat important
60	Alok Mishra	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
61	Swati Saxena	Somewhat aware	A great deal	Personalized recommendations	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important

62	Pankaj Dubey	Very aware	A great deal	Chatbots and customer support	Often	Agree	Over-reliance on automation	Somewhat likely	No, but I consider it	No, humans will always be needed	Very important
63	Varsha Pillai	Somewhat aware	Somewhat	Personalized recommendations	Sometimes	Neutral	Manipulative advertising	Somewhat likely	No, never	Partially	Somewhat important
64	Sandeep Arora	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Yes, completely	Very important
65	Geeta Yadav	Somewhat aware	Somewhat	Chatbots and customer support	Often	Neutral	Manipulative advertising	Neutral	No, but I consider it	Partially	Somewhat important
66	Vijay Srivastava	Very aware	A great deal	Personalized recommendations	Always	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
67	Mona Ghosh	Somewhat aware	A great deal	Chatbots and customer support	Often	Neutral	Over-reliance on automation	Somewhat likely	No, but I consider it	Partially	Somewhat important
68	Naveen Kumar	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
69	Kriti Bajaj	Somewhat aware	Somewhat	Personalized recommendations	Sometimes	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
70	Ramesh Pillai	Very aware	A great deal	Chatbots and customer support	Often	Agree	Manipulative advertising	Somewhat likely	No, but I consider it	Partially	Very important
71	Seema Joshi	Somewhat aware	A great deal	Personalized recommendations	Often	Neutral	Privacy and data security	Neutral	No, never	No, humans will always be needed	Not very important
72	Dinesh Bhatnagar	Very aware	A great deal	Predictive analytics for trends	Always	Agree	Over-reliance on automation	Somewhat likely	Yes, once or twice	Partially	Very important
73	Kavya Suresh	Somewhat aware	Somewhat	Chatbots and customer support	Sometimes	Neutral	Manipulative advertising	Somewhat likely	No, but I consider it	No, humans will always be needed	Somewhat important
74	Sunil Ghosh	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Yes, completely	Very important
75	Ananya Kapoor	Somewhat aware	Somewhat	Chatbots and customer support	Often	Agree	Manipulative advertising	Somewhat likely	Yes, once or twice	Partially	Somewhat important
76	Praveen Nair	Very aware	A great deal	Predictive analytics for trends	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
77	Archana Tiwari	Somewhat aware	A great deal	Personalized recommendations	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
78	Kartik Misra	Very aware	A great deal	Chatbots and customer support	Often	Agree	Over-reliance on automation	Somewhat likely	No, but I consider it	Partially	Very important
79	Hema Balaji	Somewhat aware	Somewhat	Personalized recommendations	Sometimes	Neutral	Privacy and data security	Neutral	No, never	No, humans will always be needed	Somewhat important

80	Rohan Das	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Partially	Very important
81	Usha Rajan	Somewhat aware	Somewhat	Chatbots and customer support	Often	Neutral	Privacy and data security	Somewhat likely	No, but I considered it	Partially	Somewhat important
82	Amitabh Lal	Very aware	A great deal	Personalized recommendations	Always	Agree	Manipulative advertising	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
83	Bharati Desai	Somewhat aware	A great deal	Chatbots and customer support	Often	Agree	Over-reliance on automation	Very likely	Yes, multiple times	Yes, completely	Very important
84	Keshav Prasad	Very aware	A great deal	Predictive analytics for trends	Always	Strongly agree	Privacy and data security	Very likely	Yes, multiple times	Partially	Very important
85	Deepika Rao	Somewhat aware	Somewhat	Personalized recommendations	Sometimes	Neutral	Manipulative advertising	Somewhat unlikely	No, never	No, humans will always be needed	Not very important
86	Lalit Rathore	Very aware	A great deal	Chatbots and customer support	Often	Agree	Privacy and data security	Somewhat likely	Yes, once or twice	Partially	Very important
87	Sonali Saxena	Somewhat aware	A great deal	Personalized recommendations	Often	Neutral	Manipulative advertising	Neutral	No, but I considered it	Partially	Somewhat important
88	Milind Deshpande	Very aware	A great deal	Predictive analytics for trends	Always	Agree	Over-reliance on automation	Somewhat likely	Yes, once or twice	No, humans will always be needed	Very important
89	Champa Gupta	Not aware at all	Very little	Chatbots and customer support	Rarely	Disagree	Privacy and data security	Very unlikely	No, never	No, humans will always be needed	Very important
90	Tarun Mathur	Very aware	A great deal	Personalized recommendations	Always	Strongly agree	Manipulative advertising	Very likely	Yes, multiple times	Yes, completely	Very important
91	Indira Venkatesh	Somewhat aware	Somewhat	Chatbots and customer support	Often	Neutral	Privacy and data security	Somewhat likely	No, but I considered it	Partially	Very important

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