

AI-Generated Advertising: Consumer Perception of ChatGPT-Created Campaigns in India

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Abstract—Artificial Intelligence has rapidly transformed the global advertising ecosystem by introducing automated content creation, predictive analytics, and personalised marketing strategies. Among these innovations, ChatGPT has emerged as a powerful generative AI tool capable of producing advertising copy, campaign ideas, and consumer engagement content with remarkable efficiency. In India, where digital marketing is expanding due to increased internet penetration and smartphone usage, AI-generated advertising is becoming increasingly common. Despite its widespread adoption, consumer perception of AI-generated advertising remains complex and multifaceted. While some consumers appreciate the speed, personalisation, and innovation offered by AI-driven campaigns, others express concerns regarding authenticity, emotional depth, and ethical transparency. These mixed responses highlight the need for a deeper understanding of how AI-generated content is received in culturally diverse markets such as India. This article explores the role of ChatGPT in advertising, examines consumer perceptions in the Indian context, and analyses both the advantages and limitations of AI-generated campaigns. It also discusses ethical considerations and future possibilities of integrating AI into advertising while maintaining trust and cultural sensitivity.

Index Terms—Artificial Intelligence, ChatGPT, Digital Advertising, Consumer Perception.

I. INTRODUCTION

The introduction highlights the transformative role of Artificial Intelligence in reshaping contemporary advertising practices, particularly through generative AI systems such as ChatGPT. In traditional advertising ecosystems, content creation was primarily a human-driven process that required coordinated efforts among copywriters, designers, strategists, and media planners. These processes were often time-consuming,

resource-intensive, and dependent on subjective human creativity. However, with the emergence of generative AI, the advertising industry has shifted towards automation-driven creativity, where machines are capable of producing coherent, persuasive, and contextually relevant marketing content within seconds.

Generative AI systems like ChatGPT represent a significant technological advancement because they are not limited to predefined templates or rule-based outputs. Instead, they use large-scale language modelling to generate human-like text based on contextual prompts. This allows marketers to rapidly produce advertising content such as slogans, product descriptions, promotional emails, and social media campaigns. Importantly, this technological shift does not merely increase speed; it also enhances scalability, enabling brands to generate multiple variations of content tailored to different audience segments simultaneously. As a result, advertising becomes more dynamic, adaptive, and data-responsive.

The Indian digital environment further amplifies the importance of AI-driven advertising. India is one of the largest and fastest-growing digital consumer markets in the world, characterised by widespread smartphone usage, affordable internet access, and active engagement on platforms such as Instagram, YouTube, and e-commerce applications. In such a diverse market, consumers differ significantly in language, cultural background, purchasing power, and media consumption habits. AI-generated content becomes particularly valuable here because it allows brands to produce multilingual and culturally adaptable advertisements that can reach both urban and rural audiences effectively. This capability is crucial in India, where linguistic diversity alone

includes dozens of major languages and hundreds of dialects.

However, the introduction also rightly identifies the critical tensions that accompany this technological advancement. While AI enhances efficiency and personalisation, it simultaneously raises concerns about consumer trust and authenticity. Advertising is not merely a functional communication tool; it also relies heavily on emotional engagement, cultural symbolism, and perceived sincerity. Although AI can mimic human language patterns convincingly, it may lack genuine emotional intelligence and lived cultural experience. This limitation can lead consumers to question whether AI-generated advertisements truly understand human values or merely simulate persuasive communication.

Therefore, the introduction establishes a central research concern: understanding how Indian consumers perceive AI-generated advertising. This question is important because consumer perception ultimately determines the success or failure of any advertising strategy. Even highly sophisticated AI-generated campaigns may fail if consumers perceive them as inauthentic or emotionally disconnected. Hence, analysing consumer attitudes toward AI-driven advertising becomes essential for developing ethical, effective, and culturally sensitive marketing strategies in the evolving digital landscape.

II. THE EMERGENCE OF AI IN ADVERTISING

The emergence of Artificial Intelligence in advertising represents a gradual but significant transformation in the way marketing communication is designed, delivered, and optimised. Initially, AI did not function as a creative force in advertising; instead, it operated as an analytical support system. Early applications were primarily rooted in data analytics, where AI tools were used to process large volumes of consumer data, identify behavioural patterns, and generate insights for marketers. This phase marked the beginning of data-driven advertising, where decisions about target audiences, timing, and platform selection were increasingly guided by algorithmic predictions rather than purely human intuition.

As digital ecosystems expanded, AI began to play a more active role in advertising optimisation. Automated targeting systems emerged, enabling advertisers to deliver content to specific user groups

based on browsing history, demographic information, and online behaviour. Platforms such as search engines and social media networks incorporated AI-powered algorithms to determine which advertisements should be displayed to which users, thereby improving efficiency and conversion rates. At this stage, AI functioned primarily as a “decision-making assistant,” helping marketers refine ad placement, reduce costs, and enhance audience reach, but it still did not generate original creative content.

The most significant shift occurred with advancements in machine learning and natural language processing (NLP), which enabled AI systems to move beyond analysis and optimisation into content generation. This development marked a transition from reactive systems to generative systems. AI could now produce written material that closely resembles human communication, including marketing copy, product descriptions, and promotional messages. This transformation fundamentally altered the structure of advertising workflows, reducing dependency on manual copywriting for routine content production and allowing faster iteration of marketing materials.

Within this context, generative AI models such as ChatGPT represent a major breakthrough. Unlike earlier rule-based or template-driven systems, ChatGPT operates on large-scale language models that generate responses based on contextual understanding of prompts. This allows it to produce advertisements, slogans, campaign narratives, and brand messages that are coherent, stylistically adaptable, and context-sensitive. As a result, AI is no longer confined to backend analytics or campaign optimisation; it has become an active participant in the creative dimension of advertising. This shift has redefined AI’s role from a supportive infrastructure to a co-creator in marketing communication.

In the Indian context, this evolution has been accelerated by rapid digital transformation and the explosive growth of online commerce. India’s advertising ecosystem is characterised by intense competition, diverse consumer segments, and an expanding base of digital users across urban and rural regions. Businesses, particularly in e-commerce, fintech, education technology, and retail sectors, increasingly rely on AI-driven tools to maintain visibility and competitiveness in saturated markets. The ability of AI systems to rapidly generate, test, and

modify advertising content provides a significant strategic advantage in such a fast-paced environment. Furthermore, India's linguistic and cultural diversity makes AI-generated advertising particularly valuable. Brands must communicate across multiple languages and cultural frameworks to reach a heterogeneous audience base. AI tools like ChatGPT enable marketers to create multilingual campaigns with minimal additional cost or time investment, thereby improving accessibility and market penetration. This capability not only enhances efficiency but also contributes to more inclusive advertising practices by allowing brands to engage consumers in their preferred languages and cultural contexts.

III. CHATGPT AS A MARKETING TOOL

ChatGPT functions as a highly versatile marketing assistant that significantly enhances the efficiency and productivity of digital advertising workflows. In contemporary marketing environments, it is widely used to generate a broad spectrum of promotional content, including advertising copy, product descriptions, email marketing drafts, website content, and social media posts. Its ability to produce coherent, grammatically refined, and contextually relevant text allows marketing teams to reduce the time spent on routine content creation while maintaining a consistent standard of communication across platforms. In this sense, ChatGPT acts as an assistive layer that supports both creative and operational dimensions of digital marketing.

One of the most important strengths of ChatGPT lies in its adaptability to different marketing requirements and audience profiles. Unlike traditional content creation methods that often require separate drafts for each campaign segment, ChatGPT can modify tone, style, and linguistic complexity based on specific audience segmentation. For instance, a brand targeting young urban consumers may require a casual, engaging, and trend-oriented tone, whereas communication aimed at professional audiences may demand a more formal and informative style. ChatGPT can generate these variations efficiently, enabling marketers to maintain both consistency in brand messaging and flexibility in consumer engagement strategies. This adaptability enhances the precision of targeted marketing while reducing creative workload.

Another crucial dimension of ChatGPT's utility is its support for multilingual content creation, which holds particular significance in the Indian advertising landscape. India is characterised by profound linguistic diversity, where consumers interact in multiple regional languages such as Tamil, Hindi, Telugu, Bengali, and Malayalam, alongside English. Traditional advertising often struggles to effectively address this diversity due to resource and translation constraints. ChatGPT helps overcome this limitation by generating advertisements in multiple languages quickly and cost-effectively. This capability allows brands to extend their reach beyond urban English-speaking populations and engage rural and semi-urban consumers in their preferred linguistic and cultural contexts. As a result, advertising becomes more inclusive, accessible, and culturally resonant, strengthening overall market penetration and consumer engagement.

IV. GROWTH OF AI-BASED ADVERTISING IN INDIA

India has experienced a rapid and transformative expansion in digital advertising, driven primarily by increasing internet penetration, widespread smartphone adoption, and the continuous growth of e-commerce platforms. Over the past decade, digital connectivity has moved beyond urban centres into semi-urban and rural regions, creating a vast and diverse online consumer base. This shift has encouraged businesses to prioritise digital marketing strategies over traditional media channels such as print and television. As a result, advertising has become increasingly dependent on automation, real-time analytics, and data-driven decision-making systems that can efficiently manage large-scale consumer engagement.

Within this evolving digital ecosystem, Artificial Intelligence-based advertising has become especially significant. One of its most important advantages in the Indian context is its ability to address linguistic and cultural diversity. India is not a homogeneous market; it consists of multiple languages, dialects, cultural practices, and regional consumption patterns. AI tools enable marketers to generate advertisements in various Indian languages, thereby making communication more accessible and locally relevant. This multilingual capability is essential because consumer engagement

in India is strongly influenced by language familiarity and cultural resonance. When advertisements are presented in a consumer's native language, they are more likely to generate trust, emotional connection, and purchase intention.

In addition to linguistic adaptability, AI-based advertising is also reshaping the business structure of marketing in India, particularly for small and medium enterprises (SMEs). Traditionally, high-quality advertising required significant investment in creative teams, agencies, and production resources, which often placed smaller businesses at a disadvantage. However, AI tools such as ChatGPT have reduced these barriers by enabling cost-effective content generation. SMEs can now create advertisements, promotional materials, and social media campaigns without relying heavily on large marketing departments. This reduction in cost and dependency has allowed smaller businesses to participate more competitively in digital markets.

Consequently, this development is contributing to the democratisation of advertising technology in India. AI is no longer limited to large corporations with extensive budgets; instead, it is accessible to a wider range of businesses, including startups and local enterprises. This shift is reshaping India's marketing landscape by creating a more level playing field where innovation, rather than financial capacity alone, determines visibility and success. However, this democratisation also brings new challenges, such as maintaining quality control, ensuring ethical use of AI-generated content, and preserving authenticity in brand communication, which continue to influence the future trajectory of AI-driven advertising in India.

V. CONSUMER PERCEPTION OF AI-GENERATED CAMPAIGNS

Consumer perception is a central determinant in the effectiveness of AI-generated advertising campaigns because advertising ultimately succeeds only when it influences attitudes, emotions, and purchasing behaviour. In the context of AI-driven marketing, many consumers respond positively to advertisements generated through tools like ChatGPT due to their clarity, relevance, and high degree of personalisation. Since AI systems are capable of analysing user behaviour, preferences, and digital interactions, the advertisements produced often appear highly aligned

with individual interests. This alignment creates a sense of convenience and relevance, where consumers feel that the advertisement "understands" their needs, thereby increasing engagement and potential purchase intention.

At the same time, consumer response is not entirely positive or uniform, as a considerable level of scepticism exists regarding the authenticity of AI-generated advertising content. A key concern among consumers is whether machine-generated communication can genuinely reflect human emotions, intentions, or cultural sensitivity. While AI can replicate linguistic patterns effectively, it may not fully grasp the deeper emotional and cultural layers embedded in human communication. This issue becomes particularly significant in India, where advertising is deeply intertwined with emotional storytelling, family-oriented values, festivals, traditions, and regional cultural symbolism. Consumers in such contexts often expect advertisements to reflect lived human experiences rather than algorithmic construction.

Overall, consumer perception is shaped by a dynamic balance between technological appreciation and emotional expectation. On one hand, consumers recognise and value the innovation, efficiency, and personalisation offered by AI-generated advertising. On the other hand, they remain cautious about the lack of emotional depth and perceived authenticity in machine-generated content. This dual response suggests that AI advertising cannot operate in isolation if it aims to be fully effective. Instead, the most successful advertising strategies are those that integrate AI-driven efficiency with human creativity, cultural insight, and emotional intelligence. Brands that adopt this hybrid approach are more likely to build trust, strengthen emotional engagement, and achieve sustained consumer loyalty in the evolving digital marketplace.

VI. ADVANTAGES OF CHATGPT-GENERATED ADVERTISING

One of the primary advantages of ChatGPT-generated advertising is increased efficiency. Marketing teams can produce large volumes of content in significantly less time compared to traditional methods. This allows brands to respond quickly to market trends and consumer demands.

Another advantage is cost reduction. AI tools minimise the need for extensive human resources in content creation, making advertising more affordable, especially for startups and SMEs. This cost efficiency encourages wider adoption of digital marketing strategies.

Additionally, ChatGPT enables consistent brand messaging across multiple platforms. Whether it is social media, email marketing, or website content, AI ensures uniformity in tone and style, strengthening brand identity and recognition.

VII. CHALLENGES IN AI-GENERATED ADVERTISING

One of the most significant advantages of ChatGPT-generated advertising is the substantial increase in operational efficiency it offers to marketing teams. Traditionally, advertising content creation involved multiple stages such as brainstorming, drafting, editing, and approval, often requiring considerable time and coordinated human effort. With ChatGPT, this process becomes significantly accelerated, as the system can generate large volumes of advertising content within seconds based on user prompts. This rapid content generation enables brands to respond promptly to emerging market trends, seasonal demands, and shifting consumer interests. In highly competitive digital environments, such responsiveness is crucial for maintaining visibility and relevance.

Another important advantage is cost reduction, which has a direct impact on the accessibility of advertising for businesses of varying scales. Conventional advertising typically requires investment in professional copywriters, designers, marketing agencies, and content strategists, which can be financially demanding, particularly for smaller organisations. ChatGPT reduces this dependency by automating a significant portion of content creation tasks, thereby lowering overall marketing costs. This is especially beneficial for startups and small and medium enterprises (SMEs), which often operate with limited budgets but still require effective promotional strategies to compete in digital marketplaces. As a result, AI-based advertising tools contribute to making digital marketing more inclusive and economically sustainable.

In addition to efficiency and cost-effectiveness, ChatGPT also enhances brand consistency across

multiple communication platforms. In modern digital marketing, brands must maintain a unified identity across websites, social media channels, email campaigns, and online advertisements. Inconsistencies in tone, language, or messaging can weaken brand identity and reduce consumer trust. ChatGPT helps address this challenge by generating content that adheres to predefined stylistic and tonal guidelines, ensuring uniformity across various marketing outputs. This consistency strengthens brand recognition and reinforces a coherent brand image in the minds of consumers, thereby improving long-term engagement and loyalty.

VIII. FACTORS INFLUENCING CONSUMER ACCEPTANCE IN INDIA

Consumer acceptance of AI-generated advertising in India is shaped by a combination of demographic, educational, and behavioural factors, all of which influence how individuals interpret and respond to machine-generated marketing content. One of the most significant determinants is age. Younger consumers, particularly those belonging to Generation Z and younger millennials, tend to demonstrate a higher level of openness toward AI-driven advertising. This is largely because they have grown up in a digitally saturated environment where social media platforms, algorithm-based recommendations, and AI-assisted tools are part of everyday life. As a result, they are more comfortable interacting with AI-generated content and are less likely to question its technological origins, focusing instead on relevance and convenience.

Education and digital literacy also play a crucial role in shaping consumer attitudes toward AI-generated advertisements. Individuals who possess a better understanding of Artificial Intelligence and its applications in digital marketing are generally more likely to trust and engage with AI-generated content. Awareness of how AI systems function reduces uncertainty and helps consumers interpret AI-generated advertisements as innovative tools rather than manipulative mechanisms. In contrast, consumers with limited digital literacy may lack clarity about how such systems operate, leading to suspicion, misunderstanding, or rejection of AI-generated marketing messages. This digital knowledge gap thus

becomes a significant factor in determining levels of acceptance.

Cultural values further exert a strong influence on consumer responses in the Indian context. Advertising in India is not purely informational; it is deeply embedded in cultural symbolism, emotional storytelling, and social relationships. Consumers often expect advertisements to reflect family bonds, festivals, traditions, moral values, and emotional narratives that resonate with lived social experiences. AI-generated content that successfully incorporates these cultural elements is more likely to be positively received. However, if advertisements appear culturally generic or emotionally detached, they may fail to connect with audiences despite their technical sophistication. Therefore, cultural alignment remains a critical factor in ensuring the effectiveness of AI-driven advertising strategies in India.

IX. ETHICAL CONSIDERATIONS

Ethical concerns form a foundational aspect of the debate surrounding AI-generated advertising, particularly as tools like ChatGPT become increasingly integrated into commercial marketing practices. One of the most important ethical dimensions is transparency. In contemporary advertising environments, consumers expect clarity regarding how marketing content is produced. When AI systems are used to generate or assist in creating advertisements, it becomes essential for brands to maintain disclosure standards. Transparent communication helps consumers understand the role of technology in shaping the message, thereby fostering trust. Conversely, if AI involvement is hidden or not acknowledged, it may create a sense of deception, leading to mistrust and ethical criticism of the brand's communication practices.

Another major ethical issue concerns data privacy, which is closely linked to the functioning of AI-driven advertising systems. Artificial Intelligence models depend heavily on large datasets to generate personalised and contextually relevant advertisements. These datasets often include consumer behaviour patterns, browsing history, purchase records, and demographic information. While such data enables highly targeted advertising, it also raises serious concerns regarding how this information is collected, stored, processed, and shared. Consumers may be

unaware of the extent to which their digital behaviour is tracked and analysed. Therefore, the absence of strict safeguards can lead to violations of privacy and erosion of consumer confidence. This makes it imperative for organisations to adhere to robust data protection standards and comply with regulatory frameworks that govern digital information usage.

In addition to transparency and privacy, ethical advertising must also address issues of manipulation and algorithmic bias. AI-generated content, if not carefully monitored, can be designed in ways that excessively influence consumer behaviour or exploit psychological vulnerabilities. This raises concerns about the ethical limits of persuasion in digital marketing. Furthermore, AI systems are trained on existing datasets, which may contain inherent biases related to gender, class, language, or cultural representation. If these biases are not corrected, they may be reflected in advertising outputs, leading to unfair or inaccurate portrayals of certain social groups. Therefore, ethical AI advertising requires continuous monitoring, human oversight, and corrective mechanisms to ensure fairness, inclusivity, and factual accuracy in all marketing communications.

X. FUTURE OF AI ADVERTISING IN INDIA

The future of AI advertising in India is expected to be shaped by a collaborative model in which human creativity and machine intelligence function together rather than in opposition. Instead of replacing human marketers, Artificial Intelligence will increasingly operate as an assistive and augmentative tool that enhances productivity, accelerates ideation, and supports strategic decision-making. Human professionals will continue to play a crucial role in ensuring cultural relevance, emotional depth, and ethical responsibility, while AI systems handle large-scale content generation, data analysis, and real-time optimisation. This synergy will redefine advertising as a hybrid practice that blends algorithmic efficiency with human imagination.

In addition to this collaborative framework, emerging technologies are likely to significantly transform the structure and experience of advertising in India. Innovations such as voice-based advertising, interactive AI chat campaigns, and real-time personalised marketing are expected to become more prominent. Voice-enabled systems will allow

consumers to engage with advertisements conversationally, creating more natural and accessible user experiences. Similarly, AI-driven chat campaigns will enable two-way interaction between brands and consumers, moving beyond static advertisements toward dynamic engagement models. Real-time personalisation will further enhance this transformation by continuously adapting advertisements based on user behaviour, preferences, and contextual factors, thereby making marketing communication more responsive and immersive.

Despite these technological advancements, ethical standards, cultural sensitivity, and emotional authenticity will remain central to the effectiveness of AI-driven advertising. As advertising becomes increasingly automated and data-driven, there is a growing need to ensure that technological efficiency does not compromise human values or cultural integrity. Indian consumers, in particular, respond strongly to emotionally resonant narratives and culturally grounded messaging, making authenticity a critical factor in advertising success. Therefore, the long-term sustainability of AI advertising will depend on achieving a careful balance between technological innovation and human-centred communication practices that preserve trust, empathy, and cultural relevance.

XI. RECOMMENDATIONS

To maximise the effectiveness of AI-generated advertising, organisations need to adopt a hybrid operational model that strategically combines the efficiency of Artificial Intelligence with the interpretive strengths of human creativity. While AI systems such as ChatGPT can rapidly generate large volumes of advertising content, human oversight remains essential to ensure that the final output aligns with brand identity, emotional nuance, and cultural expectations. This integration allows organisations to benefit from automation without sacrificing originality, empathy, or contextual sensitivity. In this model, AI functions as a creative assistant, while human marketers act as editors, curators, and ethical gatekeepers.

A second crucial recommendation is the prioritisation of transparency in all AI-driven advertising practices. In an increasingly digital and algorithmically influenced marketplace, consumers are becoming

more aware of how content is produced and personalised. Clearly informing audiences when AI tools are involved in content creation helps establish honesty in brand communication and reduces the risk of mistrust or perceived manipulation. Alongside transparency, strict adherence to ethical guidelines is necessary to ensure that AI-generated content does not mislead consumers, reinforce stereotypes, or exploit behavioural vulnerabilities. Ethical governance frameworks should therefore be integrated into marketing strategies to regulate both content creation and dissemination.

Organisations must commit to continuous evaluation and adaptive refinement of AI-generated advertising strategies. Consumer expectations, technological capabilities, and digital consumption patterns are constantly evolving, particularly in dynamic markets such as India. Regular assessment of campaign performance, audience feedback, and engagement metrics enables marketers to identify gaps in communication effectiveness and adjust strategies accordingly. This iterative process ensures that AI-generated advertising remains relevant, culturally appropriate, and emotionally resonant over time. Ultimately, sustained success depends on the ability of organisations to evolve alongside both technological advancements and shifting consumer sensibilities.

XII. CONCLUSION

AI-generated advertising, particularly through advanced tools like ChatGPT, is fundamentally reshaping the Indian marketing landscape by transforming how content is created, distributed, and personalised. Its primary contribution lies in enhancing efficiency, as advertising content can now be produced rapidly without the extended timelines associated with traditional creative processes. This acceleration allows brands to respond swiftly to market trends, consumer behaviour shifts, and competitive pressures. In addition, AI introduces a high level of scalability, enabling organisations to generate large volumes of advertising content across multiple platforms simultaneously. This is especially significant in India's diverse digital ecosystem, where brands must maintain continuous engagement across various media channels.

Another major advantage lies in personalisation and linguistic adaptability. AI systems like ChatGPT

enable marketers to tailor advertisements according to consumer preferences, behavioural data, and demographic profiles. More importantly, in a multilingual country like India, AI facilitates communication across linguistic boundaries by generating content in regional languages. This ensures that advertising is not limited to English-speaking audiences but extends to rural and semi-urban populations as well. At the same time, this capability contributes to reducing operational costs, making digital advertising more accessible to businesses of all sizes, including startups and small and medium enterprises.

However, despite these advantages, consumer perception remains a decisive factor in determining the overall success of AI-generated advertising. While many consumers appreciate the innovation, relevance, and convenience offered by AI-driven campaigns, there are persistent concerns regarding authenticity and emotional depth. Advertising in India has traditionally relied on storytelling, cultural symbolism, and emotional resonance, which some consumers feel may be diluted in machine-generated content. Additionally, ethical concerns related to transparency, data usage, and algorithmic bias further influence how AI-generated advertisements are received. These issues highlight that technological efficiency alone is not sufficient to guarantee consumer acceptance.

The future of advertising in India is likely to be defined by a hybrid model of collaboration between human creativity and Artificial Intelligence. Rather than replacing human marketers, AI will function as an enabling tool that enhances productivity, supports decision-making, and expands creative possibilities. Human expertise will remain essential in ensuring cultural sensitivity, emotional engagement, and ethical responsibility. This synergy between machine intelligence and human imagination will ensure that advertising remains not only technologically advanced but also socially meaningful and emotionally resonant in the evolving digital economy.

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