AI-DRIVEN RETAIL MARKETING: INNOVATIONS IN SALES GOAL ACHIEVEMENT AND CUSTOMER SATISFACTION

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Abstract

In today's highly competitive e-commerce market, manufacturers and dealerships need to implement compelling sales promotion strategies in order to attract and retain consumers. This research examines how incorporating artificial intelligence technology into retail marketing improves customer service and revenue. Artificial intelligence has emerged as a vital tool in the e-commerce industry, to discover new revenue sources, improving operational efficiency, and streamlining activities to enhance customer relationship management. Artificial intelligence possesses a great amount of abilities, encompassing tasks: generating leads and enhancing customer purchasing experiences. The study evaluates the consequences of integrating artificial intelligence technology into the retail sector, specifically examining customer preferences, desires, and decision-making processes, along with the development of profiles and market segmentation. The study thoroughly explores various aspects of marketing intelligence, such as market research, competition analysis, and data analytics. This valuable information empowers e-commerce stakeholders to make informed decisions when creating and executing sales promotion programs. The study approach utilizes a range of statistical methods, which includes the T-test and Chi-square test, to conduct a thorough analysis of the subject matter. The data strongly indicates that the utilization of artificial intelligence technology led to notable enhancements in implementation and effectiveness. This underscores the crucial importance of artificial intelligence services in corporate performance, particularly in the efficacy of sales promotion activities driven by real-time data and analysis.

Keywords: Artificial Intelligence, E-commerce, Retail Marketing, Promotion of Sales, Stakeholders.

1. INTRODUCTION

The digital era's quick ascent has profoundly revolutionized the e-commerce business, providing customers with an unprecedented level of ease when buying items and services. As a consequence of this change, there is now significant rivalry in the market, leading businesses to develop strategic marketing plans [1]. Companies in this highly competitive area are using the capabilities of Artificial Intelligence (AI) services to fulfill their sales targets. Artificial intelligence has shown to be an extremely effective tool for supplementing marketing efforts in the sphere of e-commerce. Businesses may utilize this technology to collect large amounts of client data and use it to improve their marketing efforts, resulting in increased revenue [2].

The fast growth of AI technology has enabled businesses to translate massive amounts of consumer data into actionable insights that can be utilized to fuel their marketing strategy [3]. This gives enterprises a significant competitive advantage. This invention has had a significant impact on marketing tactics, since it has increased operational performance, decision-making, and the design of new goods [4]. Amidst the ever-changing retail industry, where consumer

behaviors are rapidly evolving, firms are adopting AI to transform their marketing efforts. The integration of AI and the retail sector has ushered in a new era characterized by customized experiences, data-informed decision-making and inventive sales strategies that are transforming the business [5].

In recent years, the retail sector has experienced a significant change in its fundamental approach, with technology emerging as a crucial factor for achieving success. Conventional marketing and sales techniques are inadequate in satisfying the demands of modern consumers who are knowledgeable about technology and crave information [6]. This requires a shift in retailers' attitude to their marketing efforts, and AI emerges as a powerful ally in this process. The core of AI-driven retail marketing revolves around the capacity to leverage and analyze extensive quantities of data [7]. AI systems have the capability to examine client behavior, preferences, and previous data in order to reveal important insights. By utilizing a data-driven approach, merchants are able to gain a more profound understanding of their customers, predict their requirements, and customize marketing campaigns appropriately. AI algorithms have the capability to forecast trends, enabling merchants to manage their inventory in accordance with consumer expectations [8]. This helps to minimize situations of excessive or insufficient stock.

AI has greatly enhanced personalization in retail marketing, reaching unprecedented levels. Conventional marketing segmentation frequently fails to capture the complexities of individual preferences. Conversely, artificial intelligence systems have exceptional proficiency in analyzing extensive facts to generate intricate client profiles [9]. Retailers are able to provide customized shopping experiences, including personalized product suggestions and focused promotional offers, which helps to establish a more intimate relationship between the brand and the customer. AI-driven virtual assistants have become essential in the quest to improve consumer happiness. These virtual assistants utilize natural language processing and machine learning to interact with clients in real-time, offering support, responding to inquiries, and even assisting them in navigating the purchasing procedure [10]. This not only simplifies the client experience but also leads to higher revenue due to enhanced customer engagement. AI enables merchants to adopt flexible pricing plans that adjust instantly to market conditions, rival price, and consumer behavior. Algorithms have the ability to analyze numerous parameters in order to calculate the most favorable price for products, hence maximizing income and maintaining competitiveness. Retailers can adapt to the complex market environment by dynamically modifying prices to achieve sales targets, while also assuring consumer happiness by implementing fair pricing strategies [11].

Inventory management is an essential component of the retail industry, and the predictive analytics capabilities of AI introduce a heightened level of efficiency to this procedure. AI systems may utilize historical data, market trends, and external factors to make precise predictions about demand, allowing businesses to optimize their inventory levels [12]. By using this strategy, not only are stock outs and excess inventory avoided, but it also guarantees the availability of products at the right time and place, thereby contributing to the overall achievement of sales goals. The field of AI combines with augmented reality (AR) to produce retail experiences that are engaging and interactive [13]. AR applications allow clients to visually perceive things inside their own surroundings prior to finalizing a purchase. This not only improves the customer's purchasing experience but also decreases the probability of returns, since customers have a more distinct comprehension of how products integrate into their life [14]. As AI gets more extensively incorporated into the retail industry, ethical questions become of paramount importance. It is imperative to tackle concerns related to data privacy, algorithmic bias, and the ethical utilization of AI technologies. Retailers must find a

harmonious equilibrium between harnessing the capabilities of AI and guaranteeing the ethical implementation of these technologies, by safeguarding customer privacy and preventing any form of prejudice [15].

The utilization of AI in retail marketing signifies a significant and transformative change in how firms interact with their clients and accomplish their sales objectives. With the ongoing advancement of technology, the collaboration between AI and the retail industry is expected to strengthen even further [16,17]]. The future entails the potential for further sophisticated AI applications, including the incorporation of AI in brick-and-mortar stores to enhance in-store experiences, the widespread adoption of voice-activated shopping, and the growth of AI-driven chatbots to facilitate smooth consumer interactions. Ultimately, the incorporation of AI into retail marketing is a revolutionary process that has significant promise for both businesses and customers [18]. Retailers may reach their sales targets and enhance consumer satisfaction to unprecedented levels by utilizing data, customizing experiences, and adopting innovative technologies [19]. At the junction of technology and commerce, AI-powered retail marketing is becoming prominent. It is leading the industry towards a future where the distinction between online and physical shopping becomes less clear, and prioritizing consumer needs becomes the main focus.

AI in the e-commerce industry improves client targeting and enabling personalized marketing methods. These characteristics are critical for meeting sales targets. AI algorithms thoroughly examine consumer data, uncovering subtle patterns and trends that help a firm better understand its target audience [20]. Furthermore, AI's ability to understand customer preferences and forecast behavior provides the way for individualized marketing techniques across diverse consumer categories, increasing customer participation and increasing the possibility of conversion. This is made possible by the AI's ability to study customer data. AI may also help improve pricing tactics by analyzing market data to determine the price points at which customers are most likely to buy [21]. Beyond that, technology is being used to enhance customer experience via the usage of chatbots powered by artificial intelligence. These bots mimic human contact by offering immediate customer help and direction throughout the purchasing process. As a result, the degree of consumer satisfaction and loyalty increases significantly [22].

Also, AI's ability in data analysis enables firms to grasp their customers' wants and preferences, supporting individualized suggestions and focused marketing campaigns, and eventually leading in increased customer happiness and loyalty. By reviewing previous marketing efforts, AI improves budget allocation, resulting in more exact targeting of varied client groups [23]. When used to e-commerce marketing, artificial intelligence provides several advantages, including a better grasp of target demographics and smarter pricing tactics via detailed market research. Businesses may considerably increase income and create long-term customer loyalty by efficiently segmenting their client groups and implementing customized marketing methods.

How artificial intelligence will Change the Substance of human resource or workforce in E-Commerce or Online business

Will robots or humans be the champions of the digital revolution? We are witnessing a real symbol: a conflict between machines and the human brain. On the other hand, artificial intelligence has become a symbol of innovation, progress and development. But on the other hand, we also need to preserve human intelligence, relationships between people, and humanity. This led to discussions about collaboration between human resources and artificial intelligence.

There is no doubt that artificial intelligence is modernizing talent management. As a true ally, you can help your company stand out from your competitors, attract the most talented employees, and retain those you already have. AI is an ideal partner for employees as well as managers as it frees them from many time-consuming daily tasks. Autonomy for employees and the entire HR department brings significant benefits. Investing in AI is a way to improve performance, thrive in a hyper-competitive environment, and bring a more human face to Human Resource Management.

2. LITERATURE REVIEW

Artificial intelligence has turned into a strong tool in revolutionizing the e-commerce world, offering a wide range of applications that extend beyond simple technological progress. Artificial intelligence replicates human intelligence in machines, enabling them to perform a wide range of activities, ranging from simple to complex [8]. The main goals are to gather data, use rational reasoning, and engage in activities that will facilitate the evolution of technological paradigms.

Due to the fast advancement of technology, previous concepts of artificial intelligence have become outdated, leading to the emergence of fundamental concepts such as neural networks, deep learning, and machine learning [9]. These fundamental concepts provide the foundation for the advancement of crucial fields such as natural language processing, data mining, and software development, representing a significant technical achievement.

AI and machine learning are often conflated, despite their notable differences. AI encompasses a broad range of topics beyond machine learning [10]. AI showcases its transformative capabilities in the marketing field by improving plans, managing products and locations, optimizing promotions and prices, and promoting overall organizational growth and development [11]. The fundamental principle of marketing is on providing clients with value. This includes a broad variety of services, information, goods, and ideas geared to meet consumers' changing demands [12].

Using chatbots and augmented reality in e-commerce is a new way for customers to interact with computers [13]. E-commerce customer care is being transformed by AI-powered chatbots. These chatbots have undergone thorough testing and evaluation using sophisticated statistical models to ensure that they meet user expectations and provide a satisfactory experience [14]. Further investigation is centered on the complexities of online relationships, smooth interactions, and personalized online advertising, highlighting notable technological advancements in social, semantic, and hypertext networks [15].

AI plays a crucial role in the e-commerce sector, particularly in areas such as intelligent logistics, online shopping, effective pricing tactics, and recommendation systems. These algorithms provide very accurate solutions to complex inventory management issues [16]. AI-driven predictive models and analytics tools play a crucial role in inventory management, by improving logistic efficiency and optimizing the use of existing resources [17, 18]. In addition, the integration of AI and big data has a crucial impact on streamlining customer demand, enhancing distribution networks, and facilitating a highly effective logistics system [19].

The integration of AI and big data in the logistics ecosystem goes beyond conventional limits, using remote sensing and Internet of Things (IoT) technologies to gather accurate data. This ultimately improves last-mile deliveries and drives the industry towards greater environmental sustainability [20]. The retail industry has been greatly impacted by the development of Visual AI applications, which use advanced visual technology to allow users to easily find the things

they are looking for [21]. AI frameworks have been developed to include several techniques, such as mechanical AI, emotional AI, and cognitive AI. The objective is to enhance marketing strategies by enhanced research, precise targeting, comprehensive customer understanding, and effective market positioning [22]. AI-driven chatbots serve as physical manifestations of reliability and credibility in the realm of online commerce, offering significant advantages to both customers and enterprises [23].

AI applications in marketing include a wide range of subjects, including smart products, service robots, and innovative shipping and shopping concepts. These applications provide extensive customization and adaptability, enabling tailored experiences based on defined characteristics. In order to comprehensively assess the effectiveness of various strategies, a sophisticated assessment methodology is used [25]. The framework encompasses several characteristics such as reactance, perceived performance, user experience, decision difficulties, inevitability, and satisfaction. Moreover, a wide range of AI technologies, including as edge AI, intelligent apps, augmented intelligence, machine learning, and deep learning, provide a varied and strong foundation for AI-driven commerce [26].

The integration of AI in e-commerce and retail represents a significant change in the way companies operate, enabling a more flexible and innovative approach to business operations and customer relationships. This technology is constantly advancing; offering extraordinary opportunities that expand the limits of what is achievable in the retail industry.

E-commerce is a revolutionary landscape that is not only transforming business operations but also altering consumer behavior. Not only is it revolutionizing corporate operations, but it is also revolutionizing consumer behavior. Customers have benefited from the ease and accessibility afforded by internet purchasing, which has become more popular in recent years. On the other hand, this has posed a new problem for online merchants, namely the development of sales promotion methods that are successful in a digital market that is extremely competitive [27]. The introduction of e-commerce into the world of business has resulted in the emergence of enormous possibilities as well as difficult problems in the modern corporate environment. In this very competitive industry, sales promotion has emerged as an essential tactic for gaining new clients as well as keeping the ones you already have. Because of these issues, artificial intelligence (AI) has emerged as a potent instrument in the field of internet commerce, where it is being used to enhance sales and marketing techniques and to shape the future of promotional activities [28].

Because of the proliferation of digital devices and the increasing number of people using the internet, the industry of electronic commerce has been exposed to a substantial degree of change over the last two decades. This transformation is a direct consequence of the expansion of digital devices. This development has resulted in the establishment of a diverse range of e-commerce businesses, ranging from industry titans like Amazon to organizations that specialize in serving a particular market niche. Because of the wide variety of participants and consumer demographics, it is very essential to devise sales promotion tactics that are original and compelling if a company want to differentiate itself from the severe level of competition [29-31].

AI systems make use of massive data resources in order to recognise patterns, generate insights, and assist in decision-making all while comprehending conventional English. The application of AI technology has made a substantial contribution to the development of client experiences, the simplicity of operations, and the strengthening of sales promotion efforts in a number of different e-commerce industries. These contributions have been made possible by the

widespread use of AI. Artificial intelligence (AI) has had a substantial influence on the redefining of a variety of functional domains, including customer service, inventory management, and sales marketing [32].

The revolution in sales and marketing brought on by AI has reached its zenith in the form of personalization. AI makes use of complex algorithms to conduct in-depth analyses of the unique behaviors and preferences of individual consumers. As a consequence, recommendation systems may be developed that are able to cater product recommendations to the particular requirements of these clients. These technologies are everywhere, and they have a considerable influence on the systems that support e-commerce. Take, for example, the excellent purchase suggestions that Amazon provides, as well as the movie recommendations that Netflix and Spotify provide, and the music recommendations that Spotify provides. These outstanding cases shed light on the major influence that AI has in increasing conversion rates and bringing in more income [33].

Chatbots driven by AI are quickly becoming indispensable tools for boosting sales and fostering better relationships with customers. Their services include real-time engagement with customers, the settlement of queries, product recommendations, and advice during the purchase process. These chatbots, which are accessible at all hours of the day and night and are able to handle many requests at the same time, serve not only as customer service representatives but also as competent sales agents. They are skilled at making recommendations to consumers about extra goods and services [34].

Implementation of predictive analytics is made possible by the predictive capabilities of artificial intelligence, which are made possible by machine learning algorithms. Companies are able to improve their inventory management, pricing tactics, and ability to forecast customer behavior via the use of historical data analysis in conjunction with future predictions. Because of this, the corporations are able to develop focused marketing efforts that are more likely to be effective. A strategic method that is based on AI and that adapts in real-time to elements such as demand and the consequences of competition is called dynamic pricing. This ensures flexibility in a market that is turbulent [36-38].

The use of AI-based tools and methods inside the e-commerce sector has not only improved but also completely revamped sales and marketing tactics, which has been a driving force behind the expansion of the e-commerce industry. Because of this change, there has been a huge shift in the way that technology is incorporated into the conventional retail and commerce business. As a consequence, there is now a futuristic e-commerce environment that is improved by artificial intelligence. This developing ecosystem not only makes things more convenient and accessible for clients, but it also offers unprecedented chances for business owners to actively engage, continue to attract and keep customers, and prosper in a market that is becoming more competitive.

In the last 10 years, the e-commerce sector has seen significant growth, resulting in increased levels of competition [38]. In today's highly competitive market, firms must adopt new tactics to improve customer engagement, increase revenue, and enhance the whole shopping experience in order to succeed. The use of artificial intelligence (AI), particularly chatbots, is becoming more prominent as a method to achieve these objectives. AI-powered chatbots have shown impressive effectiveness in enhancing sales by enabling quick, flexible, and personalized interactions between users and virtual assistants [39].

A significant increase has been seen in the e-commerce industry since its establishment. In the beginning, internet purchase systems were basic, providing a limited selection of items and

without adequate customer care skills. Research has shown a clear correlation between the growth of e-commerce and the increase in customer expectations [40]. Contemporary customers possess a heightened need for increased degrees of personalization, rapid replies, and easy navigation. E-commerce enterprises have effectively integrated AI technology into their operations to fulfill the constantly changing requirements of clients. AI has the capacity to greatly revolutionize e-commerce via its use in sales marketing. The deployment of chatbots [41] is particularly evident in this impact.

Chatbots play a crucial role in many e-commerce businesses, significantly influencing sales promotion. By providing 24/7 service, they guarantee that consumers may get help or answers to their concerns at any time, hence increasing overall client satisfaction [42]. Enhancing customer involvement has a direct correlation with sales as contented consumers are more likely to make purchases when their queries are immediately addressed.

Chatbots improve the chances of making lucrative transactions by analyzing customer data and browsing activity to provide specific product suggestions. The importance of customisation in sales marketing resides in its capacity to tailor the purchase experience based on the individual's interests and preferences [43]. Customers often seek advice from experienced experts before making purchasing choices, especially when it comes to costly or complex items. Chatbots may assist clients by providing product information, answering questions, and facilitating comparisons. This significantly reduces the likelihood of shoppers leaving their shopping carts as a result of misunderstanding. Chatbots has the capacity to suggest more or related items to clients while they are making a purchase, which is known as cross-selling and upselling. Consequently, there is an increase in the average order value, leading to more revenue and sales [44].

Cart abandonment is a common issue in the field of e-commerce, when customers add things to their shopping carts but then decide not to complete the purchase. Chatbots may assist in revenue recovery by providing customized reminders or incentives to consumers, motivating them to complete their transactions [45]. Chatbots may collect customer feedback after a transaction has been made. This useful information may be used to improve the buying process and assist e-commerce businesses in making essential modifications to their sales and marketing strategies.

The use of chatbots for sales promotion in e-commerce offers manifold advantages for both enterprises and clients. Chatbots ensures quick and effective resolution of all problems by effectively handling customer questions. This feature not only improves customer service by offering 24/7 availability, but also enriches the whole shopping experience. Furthermore, chatbots provide a more economical option compared to hiring human customer service staff. Customer service organizations may obtain cost reductions in manpower by efficiently handling several requests concurrently [46]. The cost-effectiveness of this is crucial for small and medium-sized e-commerce firms. Chatbots use user data and browsing activity to provide personalized product suggestions and professional support, ultimately increasing the shopping experience and influencing future purchases and product research. In addition, they may help recover abandoned shopping carts, thereby increasing income and sales. Chatbot data may be used in several ways, including market research, customer segmentation, and product creation. By using data, firms may optimize their sales marketing tactics and make data-driven choices [47]. Chatbots enable the automated management of an increasing number of customer contacts, allowing firms to efficiently handle a larger customer base without requiring more support staff. They provide multilingual support to a wide variety of consumers, ensuring timely satisfaction of their requirements. In a very competitive sector, the capacity to provide

prompt service might be the deciding factor in the outcome of a transaction. Nevertheless, chatbots are unable to adequately simulate human interaction. Although they can mimic human contact to some extent, they are less proficient than human customer service agents in terms of complexity, comprehension, empathy, and participating in meaningful conversations. Considering the situation, this limitation might be harmful when a high level of emotional intelligence is required. Complex or perplexing queries from clients may provide a substantial difficulty for chatbots, especially when they rely on pre-programmed scripts. In order to comply with these limitations, enterprises must continuously improve and alter their chatbot algorithms. Certain chatbot users may still have apprehensions over the security and confidentiality of their personal data. Therefore, organizations must prioritize transparency in their data usage and security policies to ease worries and build trust. Integrating chatbots with current e-commerce systems may be a difficult task, requiring significant technical knowledge and perhaps requiring investments in technology or outside help. Continual training and maintenance are necessary to ensure the optimal functioning of chatbots.

3. MATERIALS AND METHODS

The main objective of this research is to explore how AI integration in E-commerce marketing improves customer service and revenue. AI is critical in the E-commerce industry since it aids in the discovery of new revenue streams, the streamlining of operations, and the refinement of approaches to improve customer relationship management. It is responsible for a wide range of tasks, including as generating leads and overseeing the whole client purchasing process.

This research examines E-commerce with AI in sales and marketing. The survey involves 120 entrepreneurs involved in the creation, sale, and providing of online goods and services. A proportionate stratified random selection method was used to pick the participants. By combining primary and secondary sources, a full dataset is created. The primary data is collected utilizing a thoroughly developed, pilot-tested questionnaire with a Likert scale of five response levels. The goal of this survey is to get a complete knowledge of the participants' motivations and limits. Secondary sources, such as published works, academic databases, and online content, broaden the field of research by supplementing primary data with new information.

The data collection period runs from January 2023 to June 2023, with a major emphasis on gathering information from individuals associated with E-commerce enterprises and services. For in-depth data analysis, we utilize SPSS version 21. The study is to investigate the full potential of AI integration in E-commerce, with the goal of improving both company strategy and consumer experience. Furthermore, it does behavioral data analysis to give instant market segmentation, using the capabilities of chatbots and intelligent voice assistants to promote merchant-consumer interaction. In addition, the research looks at the influence of AI on altering product and service offerings in the retail business, with the objective of bringing unique features and capabilities.

AI-powered chatbots are particularly good at delivering tailored recommendations, while virtual reality (VR) technology enables clients to virtually test drive their preferred automobiles before making a purchase. These developments serve a dual purpose by enhancing customer satisfaction and making it easier for customers to make purchasing decisions. In addition, AI algorithms sift through vast quantities of data to identify potential customers and then engage those customers via a variety of focused marketing initiatives. This methodical approach to advertising ensures that promotional efforts are directed at those who are more likely to ultimately become paying customers.

The gathered information was put through a comprehensive statistical analysis, and the findings were then evaluated critically in the light of previously established theories and models. The many stakeholders in the automotive sector needs to express their excitement about these developments even while there is concern that automation would lead to a loss of jobs. Utilizing AI services effectively enables businesses to enhance their marketing strategies, which in turn ensures a long-term edge over their competitors in the current environment.

4. RESULTS AND DISCUSSION

AI integration in manufacturing has allegedly resulted in a substantial reduction in expensive production interruptions and maintenance costs. Management systems often use AI to enhance the process of planning and achieve financial benefits. Adopting growth-oriented organizational structures utilizes these qualities to encourage innovation and entrepreneurial drive inside firms.

Nevertheless, the intrinsic ambiguity of radical knowledge may restrict its practical use. Research indicates that AI-powered retail solutions are projected to generate over $340 billion in sales by 2020. The majority of this revenue, namely over 80 percent, will be derived from the use of AI in supply chain management. This emphasizes the effectiveness of using chatbot help and self-service support in the context of online buying. Projections indicate that the use of AI in online retail marketing will generate revenue of $5 million by the year 2023.

This research seeks to determine whether AI services and marketing activities, especially sales promotion, are linked. This report evaluates marketing intelligence services' sales promotion benefits.

A correlation is expected to exist between the two variables under study, namely AI services (the independent variable) and changes in sales promotion (the dependent variable), as shown in Table 1. The SPSS software is used to calculate the correlation coefficient (r), which assesses the magnitude of this association inside the sample dataset. This enables us to ascertain the degree of strength of this link.

Table 1: Analyzing AI's Effect on Sales Promotion

Correlations			
		With AI services	**Changes in Promotional activity**
AI Services	Pearson Correlation(r)	1	**0.352****
	Sig.(2-tailed) (p)		**0.000**
	N	240	240
Sales Promotions Change	Pearson Correlation(r)	**0.352****	1
	Sig.(2-tailed) (p)	**0.000**	
	N	240	240
**Correlation issignificantatthe0.01 level(2-tailed)			

The sample analysis demonstrates a Pearson correlation coefficient (r) of 0.352, signifying a statistically significant relationship (p = 0.000). This exhibits a notable positive link between AI services and alterations in sales promotions (r = 0.352, n = 240, p = 0.000).

In assessing significance levels ($\alpha = 0.05$), the t-test references critical values of ±1.96. Data derived from comprehensive inquiries assessed the significance of AI insights in planning sales promotions, involving systematic analysis of responses from 240 participants.

Table 2: AI's Influence on Sales Promotion Planning

AIS	Competition tracking in percent	Response in percent	Sales promotion variation in percent	Dependency on input in percent	Sales promotion Planning in percent	Employing AIS in percent
Yes	93	86	94	87	77	91
No	79	73	74	67	48	62

Utilizing information from Table 2, the study uncovered substantial distinctions between organizations that implement AI and those that do not, specifically regarding the implementation of AI in various spheres. The significance of AI services in synchronizing sales and marketing efforts is highlighted by this discrepancy.

The importance of AI services in effectively coordinating e-commerce marketing is highlighted in this study. This research investigates the application and dependence on AI insights in the development of sales marketing strategies. The obtained structured data is presented in Table 3. Furthermore, as demonstrated in Table 4, the chi-square test was conducted by the researcher utilizing SPSS.

Table 3: AI's Influence on Sales Promotion Planning

Planning of sales promotions			No in Percent	Yes in Percent	Total in Percent
With AI	No	**Count in Percent**	126	114	240
		Expected Count	114.2	125.8	240
		AI services	50.60	98.40	100.00
		Sales promotions	93.60	85.90	89.60
		Total	47	44.50	89.70
	Yes	**Count**	5	9	14
		Expected Count	6	8	14.00
		AI services	22.30	78.40	100.00
		Sales promotions	6.60	16.10	10.40
		Total	0.032	0.092	0.106
Total		**Count**	136	104	240
		Expected Count	132	108	240
		AI services	49.20	50.80	100.00
		Sales promotion	100.00	100.00	100.00

Table 4: Chi-Square AI for planning of sales promotion

Planning of sales promotions: Chi-Square Tests					
	Value	**df**	**Asymptotic Significance (2-sided)**	**Exact Sig. (2-sided)**	**Exact Sig. (1-sided)**
Pearson Chi-Square	**4.742[a]**	1	**0.029**		
Continuity Correction[b]	3.768	1	0.055		
Likelihood Ratio	5.13	1	0.023		
Fisher's Exact Test				0.045	0.026
Linear-by-Linear Association	4.706	1	0.026		
N of Valid Cases	240				
a. 0cells (0.0 percent) have expected count less than 5.The minimum expected count is 6.90.					
b. Computed only for a 2x2 table					

Table 4 reveals a Pearson Chi-Square statistic of 4.742 with 1 degree of freedom, indicating a significant association between the variables ($p = 0.029$). After adjustments, the Chi-Square statistic is 3.768 ($p = 0.055$). The Likelihood Ratio Chi-Square is 5.13 ($p = 0.023$). All tests show statistically significant associations ($p < 0.05$).

The findings show a considerable difference in the decision-making process for sales promotions between organizations who employ specialist AI services and those that do not. Only 29 percent of respondents who did not have a unique AI function utilized AI expertise to impact their sales promotion decisions, according to the survey.

Organizations that have a distinct section devoted to AI indicated a much larger reliance on marketing insights generated by AI. 63 percent of participants specifically utilized these findings to modify their sales marketing activities.

The number of categories in the variables determines the degrees of freedom in the chi-square test. In this study, the variable "presence of AI as a separate function" was used to divide respondents into two groups: "Yes" and "No." This produced a contingency table with two rows and two columns, allowing for one degree of freedom.

This discovery emphasizes the practical implications for organizations, suggesting that having a dedicated AI function considerably increases the likelihood of applying AI knowledge to design sales promotion strategies. Businesses that use AI as a specialized function to enhance and optimize their sales marketing efforts may reap huge rewards.

5. CONCLUSION

The investigation explores the extensive potential of AI technology in enhancing marketing strategies in the E-commerce sector, enhancing both the organizational strategy and the customer experience. The integration of technology has a significant impact on several industries, particularly altering the dynamics of supply and demand in the online shopping scene. The research focuses on prominent AI applications, including chatbots, intelligent voice assistants, and the transformative influence of AI on augmenting E-commerce products. Retailers may boost consumer happiness by offering personalized recommendations and connecting them with the right products.

Marketing customization promotes customer satisfaction by understanding preferences and offering the best solutions. A surprising discovery from the study is that firms that have a specialized AI department are more inclined to use AI capabilities for informed sales marketing choices. The increasing use of AI-driven decision-making might lead to improved efficiency and evidence-based strategies, resulting in increased sales and enhanced customer engagement. The study highlights the crucial role of AI in the development of sales promotion strategies and the establishment of a more interconnected relationship between consumers and businesses.

The implementation of AI in retail marketing has important managerial consequences that influence the achievement of sales goals and customer happiness. In order to remain competitive and fully capitalize on the advantages of AI in the retail industry, managers must be flexible and adjust to these technological advancements. Initially, the use of AI technologies necessitates a change in the thinking of managers. It is crucial to comprehend and adopt AI techniques, such as predictive analytics and machine learning algorithms.

Managers ought to allocate resources towards training programmes in order to equip their workers with the requisite expertise to proficiently traverse and exploit these technologies. Furthermore, effective data management plays a crucial role in AI-powered retail marketing. Managers must implement strong data governance and security protocols to manage the vast volumes of client data produced by AI systems. Managerial choices should prioritize compliance with data protection legislation and ethical issues while using AI.

Furthermore, strategic planning has an additional aspect. Managers must synchronize their retail plans with the capabilities of AI. This entails the identification of crucial performance indicators, establishment of attainable objectives, and ongoing monitoring of AI-powered initiatives to guarantee their alignment with sales targets and improvement of customer happiness. The effective coordination between AI systems and human workforce necessitates meticulous supervision. Managers ought to cultivate a cooperative atmosphere in which artificial intelligence enhances human abilities instead of supplanting them. This entails redefining work responsibilities, placing a strong emphasis on innovation, and fostering a culture that fully embraces the mutually beneficial relationship between people and AI. The AI drives the evolution of customer relationship management. Managers are required to customize client interactions using information given by AI. This entails customizing marketing campaigns, optimizing pricing methods, and offering individualized recommendations to improve the entire consumer experience. To summarize, the practical consequences of using AI in retail marketing are varied and complex. Managers must guide their teams through a fundamental change in thinking, give priority to the management of data, synchronize strategies with the capabilities of AI, oversee collaboration between humans and AI, and adjust customer relationship management. By embracing these consequences, retailers may position themselves to prosper in an era where AI plays a crucial role in reaching sales objectives and improving consumer pleasure.

The limitations of this research are AI-powered retail marketing is highly dependent on exact and current data, which makes it susceptible to mistakes or biases if the foundational data is faulty. Although AI performs exceptionally well in data processing, it may have difficulties in understanding intricate human behaviors and preferences, which could result in misinterpreting client requirements. The integration of AI in retail marketing frequently necessitates substantial initial expenditures on technology, training, and infrastructure, creating financial obstacles for certain organizations. Ethical difficulties arise when AI algorithms unintentionally reinforce or magnify social prejudices that exist in the data used for training. This gives rise to worries about the fairness and inclusivity of targeted marketing methods. AI-driven systems may face difficulties in adapting to swift shifts in consumer patterns or market dynamics, requiring ongoing updates and enhancements to maintain effectiveness in dynamic retail settings.

In future, the field of retail marketing powered by AI is expected to enjoy rapid and significant expansion. This can be achieved by utilizing sophisticated algorithms to tailor customer experiences, increase sales, and optimize marketing tactics. Predictive analytics and recommendation engines will improve the attainment of sales targets, while sentiment analysis and chatbots promote customer pleasure. With the advancement of technology, AI will persistently transform the retail industry, introducing a dynamic and data-oriented marketing strategy that will influence the future of commerce.

Highlights

- Retailers utilize AI to analyze client data, enabling them to provide tailored shopping experiences and enhance sales.

- AI algorithms predict future demand, optimize inventory levels, decrease expenses and improve the efficiency of the supply chain.

- This research underscores the crucial importance of AI services in corporate performance, particularly in the efficacy of sales promotion activities driven by real-time data and analysis.

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