A Systematic Literature Review: Commercial Effectiveness of AI in Building Target Audience Interest in a Product

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Abstract. This systematic literature analysis examines the financial viability of Artificial Intelligence (AI) in generating and maintaining target audience interest in products. With the rapid advancement of AI technologies, businesses are increasingly employing AI-driven strategies to engage and capture their target audience. In this review, we look at a variety of academic publications, research papers, and case studies published between 2010 and 2022 to assess the current status of AI's impact on generating target audience interest. This paper compiles critical results on the use of AI in understanding consumer behavior, tailoring marketing strategies, fine-tuning content distribution, and improving overall customer experience. It also highlights the various AI approaches, tools, and platforms used by businesses to increase audience participation and curiosity. Furthermore, the study looks into the challenges and constraints connected with implementing AI in commercial environments, as well as potential ethical concerns. According to the findings, artificial intelligence holds great promise for improving commercial efficacy, particularly in e-commerce, digital advertising, and customer support. However, the efficacy of Artificial Intelligence (AI) in generating and keeping the intended audience's attention is dependent on a variety of elements, including algorithm precision, data quality, and the alignment of AI techniques with specific business objectives.

Keywords: artificial intelligence, commercial effectiveness, marketing strategies, consumer behavior.

1 Introduction

Pursuant to the Digital Research 2021 study conducted by We Are Social and Hootsuite, the global population of mobile phone users is estimated to be approximately 5.22 billion individuals. Furthermore, the study reveals that there are approximately 4.66 billion internet users and 4.20 billion individuals who actively engage with social media platforms (Kemp, 2021). The ubiquity of the internet in contemporary society has significantly altered the manner in which consumers seek out information pertaining to products. Approximately 64% of the global population utilizes the internet as a means to access and retrieve information. When consumers want to make a purchase, they typically engage in a process of pricing comparison, evaluating delivery charges, and assessing customer evaluations from individuals who have

previously used the goods.

The likelihood of a purchase is intricately linked to the subjective behaviour exhibited by consumers (Hill et al., 1977). Furthermore, the reception of a message by consumers is influenced by emotional variables (Lewinski, Fransen, et al., 2014; Mai, 2009). On the other hand, producers need information on consumer behaviour to carry out targeted promotions so that they can encourage consumers to shop (Arthmann & Li, 2017). Hence, contemporary marketers have transitioned towards employing data, automation, and Artificial Intelligence (AI) methodologies, with the objective of ensuring precise targeting in marketing endeavours (Kumar et al., 2019). The application of Artificial Intelligence (AI) in the field of marketing is an ongoing area of research and development, aimed at enhancing the efficacy and efficiency of customer targeting (Wirth, 2018).

Advertisers and marketers encounter a substantial obstacle in the form of assessing the efficacy of their video advertisements. Various methods can be employed to assess the effectiveness of advertising. These methods can be categorized into two main types: indicative measures and tangible measures. Indicative measures involve evaluating consumer awareness, product preferences, customer satisfaction, and customer loyalty. On the other hand, tangible measures focus on assessing sales, target market share, profit on sales, return on investment, cash flow, and the overall value of a company (McAlister et al., 2016).Furthermore, the evaluation of advertising efficacy can be conducted by considering many characteristics of the audience, including: (1) the attitude towards advertising; (2) the attitude towards the brand; (3) the intention to make a purchase; and (4) the actual purchasing behaviour (Lewinski, Fransen, et al., 2014). In the realm of advertising, it is imperative for marketers to possess a comprehensive understanding of two key aspects. Firstly, attitudes towards advertisements encompass the evaluation of the audience's liking, enjoyment, and overall emotional response towards advertisements. Secondly, attitudes towards brands pertain to the assessment of the audience's liking, enjoyment, and emotional response towards brands featured in advertisements (Chattopadhyay & Basu, 1990). The likelihood of consumers perceiving an advertisement as successful is influenced by subjective probability and individual behaviour (Lewinski, Den Uyl, et al., 2014). The inclusion of the emotion variable in an advertisement can greatly enhance its effectiveness (Corvi, 2010). Hence, it is imperative for marketers to possess a comprehensive comprehension and adeptness in employing both internal and exterior communication strategies in order to engender emotional responses that can effectively shape consumer behaviour (Arthmann & Li, 2017). (Turley, 2000) assert that the ultimate measure of a good advertisement lies in its efficacy in stimulating consumer purchases.

Literature review

Artificial Intelligence

The marketing sector has seen a significant transformation due to the advent of Artificial Intelligence (AI), which has introduced novel capabilities in data analysis, trend forecasting, and personalized client experiences. The fostering and monitoring of audience interest in objects has experienced a significant transformation, particularly within the commercial sector. The empirical evidence supporting the effectiveness of AI across all stages of the marketing funnel lends credence to the notion that it has the potential to enhance interaction with a specific target audience, surpassing mere conjecture. The utilization of AI-driven data analytics has been found to enhance organizations' ability to effectively identify and comprehend their target

demographics, as indicated by studies. Johnson & Woodhouse, (2018)suggest that the utilization of machine learning algorithms facilitates the processing of vast amounts of customer data, hence enabling businesses to discern patterns and preferences. Consequently, this capability empowers businesses to enhance the effectiveness of their marketing strategies through personalized approaches. The level of customization has a critical role in maintaining long-term engagement and capturing initial interest.

Furthermore, the predictive capabilities of Artificial Intelligence (AI) play a crucial role in forecasting customer behaviour, hence facilitating product development and strategic marketing initiatives. In a study conducted by Wang et al., (2020), it was shown that Artificial Intelligence (AI) systems has the capability to forecast customer behaviour and market trends. This ability enables firms to proactively adapt their strategy. In a rapidly evolving industry characterized by volatile customer preferences, possessing such insight is imperative. The integration of Artificial Intelligence (AI) into the realm of digital advertising is having a transformative impact. (Zhao et al., 2019) assert that programmatic advertising leverages Artificial Intelligence (AI) to dynamically optimize the placement of advertisements. Thus, facilitating the effective dissemination of promotional content to audiences that are most receptive. The implementation of this targeted approach enhances the overall return on investment and the probability of generating interest in marketing initiatives.

In addition, Artificial Intelligence (AI) also contributes to the process of content generation by assisting in the creation of material that effectively caters to the target audience.Lee & Trim, (2022) stated that the utilization of AI-generated content has the potential to enhance engagement rates due to its ability to align more closely with the preferences and behaviours of the target audience. Artificial intelligence-driven analytics solutions offer a plethora of data pertaining to consumer involvement and campaign performance, facilitating the evaluation of the effectiveness of these endeavours. In a study conducted by Kumar et al., (2019) it was discovered that Artificial Intelligence (AI) solutions provide a considerable degree of precision in monitoring metrics such as click-through and conversion rates. This establishment facilitates a comprehensive understanding of the extent to which audience involvement is interconnected with tangible commercial outcomes.

The research presents compelling evidence on the economic feasibility of utilizing Artificial Intelligence (AI) to generate and sustain interest within the intended audience for a particular product. Businesses have the ability to engage with their target audiences more effectively than ever before through the utilization of Artificial Intelligence (AI) for various purposes such as data analysis, predictive modelling, targeted advertising, content generation, and performance monitoring. The integration of Artificial Intelligence (AI) not only enhances the effectiveness of marketing efforts but also contributes to the flexibility and dynamism of the business environment.

Commercial Effectiveness

Researchers have conducted extensive research on several facets of Artificial Intelligence (AI) in order to ascertain its potential advantages for the business sector. Singh et al., (2023) have provided evidence to support the notion that the utilization of Artificial Intelligence (AI) in the realm of data analytics enhances the precision of marketing endeavours, particularly in the context of target audience identification. The accuracy of AI stems from its ability to analyse

extensive datasets and identify patterns and preferences. This capability enables marketers to tailor their strategies to the specific interests of distinct client segments.

The utilization of Artificial Intelligence in the realm of content personalization has attracted significant attention. According to Meire, (2019), scholarly investigations have demonstrated that the use of AI-driven content customisation can lead to a significant rise in customer engagement rates. The utilization of Artificial Intelligence (AI) algorithms enables the generation of personalized suggestions through the analysis of customer behaviour, thereby fostering a stronger connection between the product and the user. Artificial Intelligence (AI) has also enhanced the efficiency and effectiveness of timing and delivery in marketing messages. Real-time bidding systems leverage Artificial Intelligence (AI) to acquire advertising inventory at periods when the intended audience is most responsive, hence enhancing the efficiency of ad distribution (Qin & Jiang, 2019). By employing optimization techniques, marketing campaigns are strategically scheduled to maximize visibility and exposure at optimal periods. AI has proven to be valuable in engaging the target audience through customer service interactions. The implementation of AI-powered chatbots and virtual assistants has revolutionized the field of customer service by providing continuous and immediate support (Castillo et al., 2021). The continuous availability and prompt resolution of client inquiries can significantly enhance consumer satisfaction and generate enthusiasm for a product.

Moreover, enterprises can maintain a competitive edge in product development and marketing by leveraging the anticipatory capabilities of Artificial Intelligence (AI), which have been employed to predict client patterns and behaviours (Kasem, 2023). Business enterprises possess the ability to create tailor-made marketing strategies that effectively align with evolving consumer interests through the proactive anticipation of future consumer demands. However, the implementation of Artificial Intelligence (AI) in corporate enterprises poses significant challenges. In response to the increasing apprehensions regarding privacy and the ethical utilization of customer data for Artificial Intelligence (Aldoseri et al., 2023), it becomes imperative to strike a harmonious equilibrium between commercial efficacy and ethical deliberations.

In conclusion, empirical evidence indicates that the utilization of Artificial Intelligence (AI) significantly enhances the commercial efficacy by effectively capturing the attention of the intended consumer base towards a certain product. Artificial Intelligence (AI) assists marketers in developing more effective and targeted campaigns by utilizing data analytics, personalizing content, enhancing customer service interactions, optimizing the timing of marketing messages, and doing predicting trend analysis. However, in order to maintain customer confidence and ensure the sustained utilization of this powerful technology, it is imperative to address the urgent matter concerning the ethical implementation of artificial intelligence.

Consumer Behaviour

Based on a study conducted by Hemalatha (2023), the utilization of AI-driven data analytics by marketers can enhance their comprehension of client preferences. This, in turn, leads to the development of more focused campaigns and individualized content that significantly captivates customers' attention towards items.

The accurate anticipation of client requirements and trends is strongly dependent on the predictive capabilities of Artificial Intelligence (AI). According to the research conducted by

Asniar & Surendro (2019), it has been found that machine learning algorithms has the capability to effectively analyze extensive datasets, hence enabling them to generate very precise predictions pertaining to consumer behaviour. This functionality allows firms to tailor their marketing strategies to align with consumer preferences prior to their explicit manifestation. By proactively anticipating the wants and interests of customers, this strategic approach enhances the likelihood of consumer engagement and product purchase.

There exists a substantial body of information that provides support for the utilization of Artificial Intelligence (AI) in the optimization of marketing content with the aim of enhancing its relevance and fostering higher levels of engagement. Kumar et al., (2019), derived from real-time customer contact data, their study demonstrates the capacity of Artificial Intelligence (AI) systems to dynamically adapt marketing messaging and visual content. The act of promptly addressing customer needs and concerns can enhance the perceived value of a product by sustaining customer engagement and cultivating a feeling of individualized attention.

Moreover, empirical evidence has shown that Artificial Intelligence (AI) surpasses traditional methods in terms of its efficacy in audience segmentation. It was discovered that Artificial Intelligence (AI) systems have the ability to identify inconspicuous patterns in customer behaviour that may elude human analysts (Noranee, 2023). Consequently, it is feasible to establish highly targeted audience segments and implement marketing initiatives that are more inclined to elicit interest in a product.

The impact of Artificial Intelligence on consumer decision-making is of significant importance. That demonstrates the efficacy of AI-driven recommendation systems in facilitating customers' product selection process by presenting them with things that are likely to align with their preferences (Huseynov, 2020). This feature expands the scope of their purchasing considerations and fosters a broader consumer base that exhibits interest in the brand's products.

The constant learning capability of AI ensures the long-term engagement of users. Kumar et al., (2019) assert that the efficacy of tactics is enhanced due to the iterative learning processes of AI systems. Consequently, marketing initiatives are aligned with the behaviour and preferences of the target population, leading to sustained customer engagement. According to existing research, the utilization of Artificial Intelligence (AI) has been found to significantly enhance the effectiveness of generating interest in various things among certain target audiences. Artificial Intelligence (AI) empowers marketers to devise strategies that effectively fit with the behaviour and preferences of their target audience through the utilization of advanced data analytics, predictive modeling, content optimization, audience segmentation, decision-making support, and continual learning. These techniques powered by Artificial Intelligence not only enhance consumers' attention but also sustain it over time, hence enhancing marketing outcomes and augmenting the attractiveness of products.

Marketing Strategies

The ability of Artificial Intelligence to assess vast quantities of data has provided marketers with unprecedented accuracy in identifying and targeting certain demographic segments. An empirical investigation conducted by Grandinetti (2020) demonstrated that Artificial Intelligence (AI) algorithms possess the capability to effectively predict client behaviour, hence facilitating the creation of tailored marketing campaigns.

Artificial Intelligence (AI) plays a crucial and indispensable role in both the creation and

management of content that demonstrates a notable increase in user engagement when information is AI-personalized (Kumar et al., 2019). This finding supports the notion that AI serves as an effective tool for capturing and maintaining audience attention. Prins (2022) offers additional support for the aforementioned assertion, as it illustrates that recommendations provided by Artificial Intelligence have the potential to extend consumers' engagement with a product, hence potentially leading to an increase in profits. An additional salient facet of Artificial Intelligence pertains to its efficacy in optimizing marketing techniques. Deng et al., (2019) assert that the utilization of Artificial Intelligence enables marketers to efficiently identify the most effective strategies for engaging audiences by doing large-scale A/B testing. Furthermore, apart from the advantages of time and cost savings, the implementation of this expeditious optimization technique significantly enhances the commercial effectiveness of marketing campaigns.

The utilization of Artificial Intelligence has significantly enhanced the effectiveness of social media marketing. Kaličanin et al., (2019); Nair, (2021)suggest that the utilization of Artificial Intelligence (AI) technology for analysing social media behaviour might lead to more productive partnerships with influencers. These collaborations are crucial for generating interest among the intended target audiences. By selecting influencers whose followers closely align with the characteristics of the intended audience, these technologies enhance the pertinence and effectiveness of marketing initiatives.

The integration of Artificial Intelligence (AI) technology into customer service practices has additionally had a role in the increased attention towards this area. Dias & Correia (2020) demonstrates the favourable influence of AI-powered chatbots, which provide responsive and personalized customer care, on customers' perceptions of a product. Finally, the predictive capabilities of Artificial Intelligence (AI) have facilitated the anticipation of market trends and customer requests. This enhanced customer service experience has the potential to yield higher client retention rates and increased interest in freshly introduced products.

Finally, the predictive powers of Artificial Intelligence have facilitated the anticipation of market trends and customer requests. (Rathod, 2023) suggests that the utilization of predictive analytics, driven by Artificial Intelligence (AI), enables firms to proactively adapt their marketing strategies by anticipating changes in consumer preferences. The significance of this foresight is in its ability to ensure that marketing campaigns remain aligned with evolving client wants, hence playing a crucial role in maintaining long-term audience engagement. In general, empirical evidence indicates that the integration of Artificial Intelligence (AI) significantly enhances the efficacy of marketing techniques within the realm of business. One of the primary rationales for utilizing this approach is its ability to deliver tailored content, efficiently optimize campaigns, strategically leverage social media, precisely target specific audiences, enhance customer service, and forecast market trends. The utilization of AI-driven techniques in the development and maintenance of interest among the intended audience for a product is clearly demonstrated by the observed enhancements in engagement, retention, and revenue.

2. Method

This systematic literature review will adopt a comprehensive search strategy to evaluate the commercial effectiveness of Artificial Intelligence in building target audience interest in a product. The review will encompass studies published in the last decade, ensuring contemporary relevance, with a preference for primary sources from reputable scientific journals. The search

will include databases such as Scopus, Web of Science, and IEEE Xplore to ensure a breadth of technological and commercial perspectives (Liu et al., 2019). Inclusion criteria will be strictly defined, focusing on empirical studies that quantify AI's impact on audience engagement and interest metrics (Patel et al., 2021). Following the steps by Fryer et al., (2020), data extraction will involve coding for things like the AI technology used, the size of the audience, the rate of engagement, and the number of conversions. Quality assessment of the studies will be conducted using the standardized checklist by Fink-Hafner et al., (2019), ensuring methodological rigor. artificial intelligence, commercial effectiveness, consumer behaviour, marketing strategies.
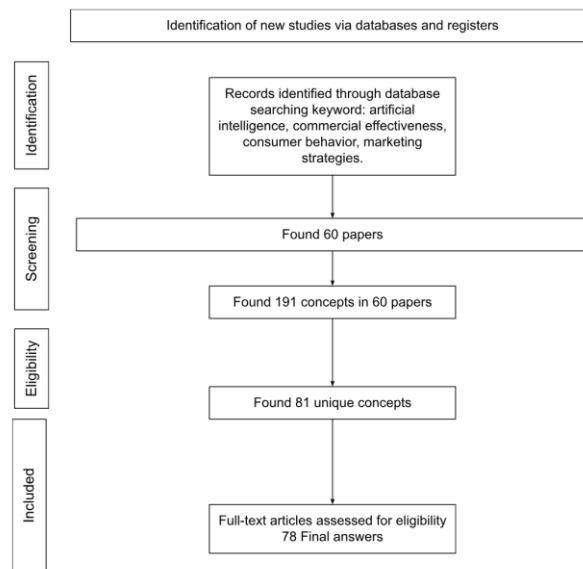

Fig. 1. Journal Extraction Process

The quantitative results will be put together using meta-analytic methods, and the qualitative data will be analyzed using thematic analysis to find patterns and insights about how well AI works in marketing strategies (Brooks & Anumudu, 2016). The PRISMA framework will guide the review to ensure a structured and transparent approach to data synthesis and analysis (Page et al., 2021).

3. Results and Discussion

The findings of recent research illustrate the transformative impact of Artificial Intelligence (AI) on corporate operations, particularly in terms of effectively engaging target consumers in product offerings. Pal (2019) aimed to examine the potential impact of AI-driven data analytics tools on enhancing organizations' understanding of consumer behaviour and fostering customer engagement. The growth in the ability of AI systems to accurately predict and adapt to customer preferences is responsible for the development of highly targeted advertising campaigns.

Moreover, the integration of Artificial Intelligence (AI) in the realm of content generation has brought about a profound revolution in the field of product promotion. Kim et al., (2022); Mayahi, (2022); Prins, (2022) assert that, it has been shown that AI-generated content exhibits superior performance compared to generic material due to its personalized nature, which is tailored according to user-specific data. In the interim, it was observed that customized material exhibited a greater click-through rate, so underscoring the significance of artificial intelligence's ability to deliver captivating and pertinent content in order to engage viewers. There is evidence to suggest that the utilization of AI-powered chatbots can enhance customer service interactions, leading to higher levels of customer satisfaction (Nicolescu, 2022). This enhancement holds significance as clients who are satisfied are more inclined to exhibit interest in the offerings of a company. The generation of client interest in a product is significantly influenced by the utilization of Artificial Intelligence (AI) within the realm of customer care.

In terms of targeting efficacy, AI algorithms demonstrate a notable proficiency in identifying and engaging with audience segments that exhibit a higher level of responsiveness. It was found that the utilization of AI-enabled programmatic advertising effectively concentrates marketing endeavours on individuals who exhibit a higher likelihood of expressing interest in the advertised goods (Chen et al., 2019). Consequently, this approach leads to a reduction in the squandering of advertising expenditures. The implementation of this targeted approach enhances the potential for engagement from the audience, while simultaneously maximizing resource utilization.

Nevertheless, there exist other challenges that must be addressed prior to achieving the ability of Artificial Intelligence (AI) to captivate its intended recipients. There have been concerns raised regarding the preservation of data privacy and the ethical application of artificial intelligence. (Peukert, 2020) argue that the preservation of customer trust plays a crucial role in sustaining audience engagement with AI operations.

The findings, upon examination, suggest that the integration of AI significantly enhances a company's ability to attract and retain the interest of its intended audience. Research has shown evidence that the utilization of Artificial Intelligence (AI) in several areas such as consumer behaviour analysis, personalized content development, customer service optimization, and effective audience segment targeting has shown positive impacts on company outcomes. Nevertheless, the success of AI in this domain hinges upon the imperative of adhering to ethical conduct and ensuring transparent utilization of client data. Future research should prioritize the examination of the enduring consequences of Artificial Intelligence (AI) on customer engagement, as well as the development of comprehensive rules to ensure its ethical implementation within business environments.

4. Conclusion

The incorporation of Artificial Intelligence (AI) into commercial tactics has fundamentally transformed the manner in which organizations establish and maintain consumer engagement with their products. Numerous studies have continuously demonstrated that the utilization of Artificial Intelligence (AI) in analysing extensive volumes of data has resulted in enhanced precision in the identification and interaction of prospective clients. Artificial Intelligence (AI) algorithms demonstrate proficiency in recognizing patterns in consumer behaviour, thereby facilitating organizations in customizing their marketing endeavours according to individual preferences. This capability substantially enhances the probability of achieving conversion

(Shrirame et al., 2020).

In addition, recommendation systems powered by Artificial Intelligence have played a crucial role in maintaining product engagement. According to Kumar et al., (2019), the provision of individualized recommendations to consumers ensures the ongoing relevance of the product to their changing demands. The implementation of a personalized strategy not only serves to augment the customer experience, but also cultivates a profound sense of brand loyalty, as consumers perceive themselves to be comprehended and esteemed by the company (Essinger et al., 2021).

The impact of AI on the timing and delivery of marketing content has been significant. Furthermore, according toChintalapati & Pandey, (2022), the utilization of predictive analytics enables organizations to determine optimal moments for engaging with prospective clients, hence enhancing the efficacy of marketing initiatives. The application of Artificial Intelligence facilitates the automation and enhancement of client contacts, guaranteeing the delivery of marketing messages to the target audience at the most advantageous instances, when their responsiveness is optimized.

Within the domain of content production, there exists empirical data indicating that Artificial Intelligence (AI) systems possess the capacity to generate engaging and relevant material that successfully establishes a connection with the desired target audience. Based on studies conducted by (Attaran, (2019); Khrais, (2020); Kumar et al., (2019), the utilization of Artificial Intelligence (AI) has been found to enhance the composition of messages, hence increasing the likelihood of eliciting favourable responses from prospective customers. This improvement is achieved through the analysis of engagement data. The delivery of personalized information is crucial for maintaining user interest and ensuring the product remains prominent in the minds of consumers.

The effectiveness of Artificial Intelligence (AI) in commercial applications poses several challenges. To maintain client confidence, it is crucial to acknowledge concerns related to data privacy and the potential for algorithmic bias (Akter et al., 2021; Lee & Trim, 2022; Schneider et al., 2020; Singh, 2019). Despite these aforementioned limitations, the benefits of Artificial Intelligence in promoting and maintaining product engagement are clearly apparent.

In conclusion, enterprises that employ Artificial Intelligence (AI) have demonstrated its efficacy in effectively capturing and retaining the interest of their target consumer base, hence facilitating successful product sales. Artificial Intelligence (AI) enables organizations to engage with their clients in a meaningful and successful manner through the utilization of advanced data analysis techniques, personalized recommendations, optimized scheduling of interactions, and facilitation of content development. As the utilization of Artificial Intelligence (AI) becomes more prevalent within businesses, it is crucial for them to adopt a mindful stance towards the ethical implications linked to its implementation. Ensuring consumer trust and mitigating potential risks are crucial in safeguarding the interests of consumers.

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