ROLE OF ARTIFICIAL INTELLIGENCE ACROSS VARIOUS MEDIA PLATFORMS: A QUANTITATIVE INVESTIGATION OF MEDIA EXPERT’S OPINION

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ABSTRACT

Objective: The main purpose of the study is to know factors that determine the role of Artificial Intelligence and its impact across various media platforms.

Method: The study had considered 213 media experts (respondents) among which the survey was conducted to know the role and impact of Artificial Intelligence across various media platforms.

Results: Results showing that all the factors namely Customer management, Data management and Marketing having significant impact on “Overall impact of Artificial Intelligence across various media platforms” except the factor “Control information” showing insignificant but positive impact across various media platforms.

Conclusion: This research endeavors to contribute to the burgeoning discourse on AI’s role across various media platforms. The study concludes that there is a significant impact of Artificial Intelligence across various media platforms. The findings of this study can inform media professionals, researchers, and policymakers about the tangible impacts of AI, facilitating informed decision-making and fostering continued innovation within the media industry.

Keywords: artificial intelligence, social media marketing, digital business, machine learning, computer Science.

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PAPEL DA INTELIGÊNCIA ARTIFICIAL EM VÁRIAS PLATAFORMAS DE MÍDIA: UMA INVESTIGAÇÃO QUANTITATIVA DA OPINIÃO DE ESPECIALISTAS EM MÍDIA

RESUMO

Objetivo: O objetivo principal do estudo é conhecer os fatores que determinam o papel da Inteligência Artificial e seu impacto em várias plataformas de mídia.

Método: O estudo havia considerado 213 especialistas em mídia (entrevistados), entre os quais a pesquisa foi realizada para conhecer o papel e o impacto da Inteligência Artificial em várias plataformas de mídia.

Resultados: Resultados mostrando que todos os fatores, ou seja, gerenciamento de clientes, gerenciamento de dados e marketing, têm um impacto significativo sobre “impacto geral da inteligência artificial em várias plataformas de mídia”, exceto o fator “informações de controle”, que mostra um impacto insignificante, mas positivo, em várias plataformas de mídia.

Conclusão: Esta pesquisa se esforça para contribuir para o crescente discurso sobre o papel da IA em várias plataformas de mídia. O estudo conclui que há um impacto significativo da Inteligência Artificial em várias plataformas de mídia. As conclusões deste estudo podem informar profissionais da mídia, pesquisadores e formuladores de políticas sobre os impactos tangíveis da IA, facilitando a tomada de decisões informadas e promovendo a inovação contínua no setor de mídia.

Palavras-chave: inteligência artificial, marketing de mídia social, negócios digitais, aprendizagem de máquina, ciência da computação.

1 INTRODUCTION

Artificial Intelligence (AI) has emerged as a revolutionary force, fundamentally altering the dynamics of various industries. In the context of media platforms, AI's applications have been transformative, reshaping traditional processes and introducing novel dimensions. This study seeks to explore the implications and originality that AI brings to content creation, distribution, consumption, and engagement across diverse media platforms.

As we are all aware, the world is transitioning from a manual to a digital economy. Both the world's conditions and technological elements are evolving quickly. “The word "AI" has become popular among technologists. American computer scientist John McCarthy first used the term "artificial intelligence" in 1956. U.S. military officials have been interested in AI research ever since the dawn of digital assistants like Cortana, Siri, and Alexa. To develop AI, large amounts of data are combined with fast, frequent processing and sophisticated algorithms. The study of artificial intelligence encompasses a variety of subfields, including deep learning, neural networks, cognitive technologies,
Role of Artificial Intelligence Across Various Media Platforms: A Quantitative Investigation of Media Expert’s Opinion


Machine learning, natural language processing, and others (AI). Machines can now carry out specialized cognitive tasks thanks to AI technology. For instance, voice assistants like Siri, Alexa, or Google Assistant comprehend what we say precisely as humans would. Using AI recommendation algorithms, Items are shown by Netflix and Amazon based on previous browsing patterns and preferences. AI analyzes data to find insights that can be utilized to make predictions, determinations, and recommendations.

Mishra (2021) said that A thoroughly engaging digital technology that enables individuals to interact anywhere, at any time, is known as new media. The development of this as a non-physical medium of communication is a result of the rapid advancement of information technology. The capacity to convert information to a digital version allowed the internet's new media era to emerge. The spread of new-age media has been facilitated by accessibility via portable technologies, including mobile platforms, personal computers, digital gadgets, and virtual computing machines. Any communication rapidly processed, saved, and transferred in data forms is referred to as "new media," which includes social networking websites, blogs, news websites, digital games, and virtual reality (Sameer. 2021). Availability, speed of access to data, reproducibility, and storage capacity are the main traits of new media. Since new media produces a medium that is essentially made of ones and zeros, it represents all of the data that can be interpreted by the human senses, including tactile, auditory, and visual information. Increasingly intelligent new media for communications have emerged during the past ten years as a result of artificial intelligence's fast growth. Since machine learning algorithms may simulate human cognitive functions, they can store and process information in a way that can represent or mimic human communication.

The objective of this study is to identify various factors that determine the role of Artificial Intelligence across various media platforms and also to study the impact of artificial intelligence across various media platforms.

2 THEORETICAL FRAMEWORK

The pervasive influence of Artificial Intelligence (AI) across a multitude of industries is now increasingly evident within the realm of media platforms. These platforms encompass a diverse array of communication channels, spanning traditional outlets like television, radio, and print, as well as modern digital interfaces such as online publications, social media networks, and streaming services. The integration of AI within
these platforms marks a pivotal juncture in the evolution of media, as it catalyzes significant transformations in content creation, distribution, consumption patterns, and audience engagement strategies. Grounded in this context, the theoretical background of this study seeks to explore and elucidate the multifaceted role of AI across diverse media platforms, with a specific focus on soliciting and quantifying the expert opinions of industry practitioners.

Surikova, Sirodaa & Bhattarani. (2022) Found that Machine learning in marketing is one of the most significant examples of today. Marketing professionals are getting help from artificial intelligence (AI), which is crucial in delivering more seamless client experiences. AI is essential to marketing initiatives and is commonly used when speed is necessary. To connect with customers successfully and provide them with personalized messages at the right moments, AI technologies use data and client profiles. This ensures the most significant degree of efficiency while excluding the participation of marketing team members. Making decisions in today's customer-driven industries is getting more and more challenging. This requires understanding the consumer's goals and requirements and matching the products to those demands. Making the most significant marketing choices requires having a clear grip on shifting customer behavior. Nearly every aspect of doing business is being altered by artificial intelligence, from finance to sales, R&D to operations, but the field of marketing is experiencing the most profound effects. Not only has marketing benefited greatly from AI, but experts anticipate that marketing will undergo significant changes in the future. In AI marketing, computers utilise AI and ML to make decisions about how to proceed with marketing campaigns based on collected data and the results of analyses and other observations of recurring trends.

(Haleem et al., 2022) Chatbots and other conversational AI tools have become commonplace for interacting with prospects and customers. They are qualified to deliver material, gather client requirements, provide client service, help customers make purchases or make reservations, and keep clients updated on their orders. For instance, the Wall Street Journal has developed a chatbot for Facebook Messenger that delivers articles right to the inboxes of its supporters.

Sakib. (2022) said that There are two categories of AI: artificial intelligence that mimics human thought using sophisticated codes and logical principles. The second category is instinctive artificial intelligence, which mimics accurate biological processes by using simple mathematical models to create intelligent inferential actions ("behavioral
artificial intelligence") that are meant to resemble cognitive capacities. Nowadays, there are few areas where people and machines do not get along. We are one step ahead of our rivals. Robots may be quicker and sharper, but they lack human qualities like creativity and empathy, which are only seen in science fiction. However, it is theoretically feasible for robots to grow as the human brain does via experience and learning. In advertising, we use "robots" to enable greater customization than people were able to in former decades (Nair & Gupta, 2021). Artificial intelligence is a crucial tool for marketers since it removes human errors like delays, partial thinking, and other minor shortcomings. Marketers are acquainted with terms like artificial intelligence, artificial neural networks, pattern recognition, big data, automation, and others. These are a few terms and methods that paved the way for contemporary marketing. Artificial intelligence-powered chatbots are meant to converse with users, provide them with various information, and fulfill their other information demands. With these changes, achieving strong marketing outcomes within businesses has become simple (Wu & Monfort, 2022).

Gkikas & Theodoridis (2019). Artificial intelligence (AI) is a term used to describe a class of algorithm-based machines that have been programmed or designed to learn from data to make predictions and perform remarkably well using techniques like text mining, machine learning, robotic process automation, and artificial neural networks. Additionally, AI collaborates intelligently with businesses and marketers to build, put together, and use knowledge to sell their brands globally. The effect of AI on branding has gotten more and more attention in recent years. Ordinary things are transformed into brands by being wrapped in emotional and social associations and employing AI to boost organizational performance. Recent advances in AI have drastically changed the way people look for brands using keywords or voice(Grandinetti, 2020) . In order to better identify and progress customers to the next stage of the buying process, marketers may utilise AI to collect more specific data from customers. Marketers can improve return on investment (ROI) without squandering resources on useless initiatives by paying close attention to customer data and learning what consumers really want. They also won't need to waste time watching commercials, which many people find to be annoying. Artificial intelligence will enable numerous forms of personalised advertising. Artificial intelligence is being used by an increasing number of businesses to tailor their products and services to individual customers. Significant efficiency gains are possible when an
organisation utilises less human labour resources to complete a project or when individuals spend less time to complete routine tasks (Lies, 2019).

Authors Surikova et al., (2022) discovered that "Artificial intelligence has shown promise in a number of experimental studies, especially in the scientific and technological fields." It could be challenging to estimate the cost of creating and implementing an artificially intelligent application without knowing the specifics of one's project, although most experts concur that costs have lately declined as a result of developments of AI systems.” According to a recent analysis, talent rivalry is a significant barrier to the advancement of AI in the media. In addition to wooing talent, this rivalry also concerns keeping employees in newsrooms, which pay less than the tech sector. The news industry's adoption of new technology is hampered by this brain drain from newsrooms. Even in those circumstances, news organizations from all around the world are implementing AI solutions in their newsrooms. Newsrooms have been progressively automating news articles in recent years. Many of these programs continue to depend on simple automation that just completes the gaps in template stories and does not create stories based on previously collected data, even if machine learning methods are employed to some extent for some of these projects.

Artificial intelligence (AI) is playing an increasingly important role in many facets of modern digital life, including the advertising and marketing industries. Whether it's analysing millions of documents across multiple servers to find instances of noncompliance or improving customer service with virtual personal assistants, artificial intelligence can be put to use in a wide variety of situations. "Companies have only lately begun to recognise the promise that robots and ai (AI) may bring for the future of business. Data mining, pattern recognition, and natural language processing are all examples of artificial intelligence techniques. The reliability of AI and rule-based technologies also helps businesses reduce mistakes. The lengthy life, regular updates, and process recording all add up to promising financial prospects. Computer vision, robotics, machine learning, and speech recognition are only few of the technologies utilised by AI applications. There are several commercial prospects offered by these technologies. Artificial intelligence is obtained through machine learning, and deep learning is regarded as a branch of machine learning and a means of comprehending machine learning. Deep learning places a lot of focus on algorithms that are motivated by the configuration and actions taken by the human brain. The arrival of new technology has had a huge impact
on marketing, just like it has on every other field, and it will continue to develop over the next years.

2.1 HYPOTHESIS OF THE STUDY

H1: There is significant impact of Artificial Intelligence across various media platforms

H1a: Customer management have significant impact across various media platforms.

H1b: Data management have significant impact across various media platforms.

H1c: Marketing have significant impact across various media platforms.

H1d: Control information have significant impact across various media platforms.

3 METHODOLOGY

The present study is exploratory in nature and for data collection both primary and secondary sources are used. Questionnaire was framed and distributed to the media experts. The study had considered 213 media experts (respondents) among which the survey was conducted to know the role and impact of Artificial Intelligence across various media platforms. The data of this study was collected through “random sampling method.” The data was analysed by EFA and MRA tools to get the results.

4 RESULTS AND DISCUSSION

General details of the respondents are shared in the table 1. There are 213 people taken part in the survey, 60.6% (males) and 39.4% (females). 32.4% of them are below 40 yrs of age, 38.0% (forty to forty-five years) and rest 29.6% (above forty-five years of age). 34.3% of the respondents are experts of social network media, 28.2% are from media sharing network, 26.2% are from discussion forums and rest 11.3% are experts from some other media platforms.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondents</th>
<th>Total Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>129</td>
<td>60.6</td>
</tr>
<tr>
<td>Females</td>
<td>84</td>
<td>39.4</td>
</tr>
<tr>
<td>Total</td>
<td>213</td>
<td>100</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 40 yrs</td>
<td>69</td>
<td>32.4</td>
</tr>
<tr>
<td>40-45 yrs</td>
<td>81</td>
<td>38.0</td>
</tr>
</tbody>
</table>

| Above 45 yrs | 63 | 29.6 |
| Total        | 213| 100  |

<table>
<thead>
<tr>
<th>Media platforms</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Network</td>
<td>73</td>
<td>34.3</td>
</tr>
<tr>
<td>Media Sharing Network</td>
<td>60</td>
<td>28.2</td>
</tr>
<tr>
<td>Discussion Forums</td>
<td>56</td>
<td>26.2</td>
</tr>
<tr>
<td>Others</td>
<td>24</td>
<td>11.3</td>
</tr>
<tr>
<td>Total</td>
<td>213</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

4.1 FACTOR ANALYSIS

| “Kaiser-Meyer-Olkin Measure of Sampling Adequacy” | .883 |
| “Bartlett's Test of Sphericity” | |
| “Approx. Chi-Square” | 3028.173 |
| “df” | 136 |
| “Sig.” | .000 |

Source: Prepared by Authors (2023)

The value for “Kaiser-Meyer-Olkin Measure of Sampling Adequacy” found is .883 in the above table 2.

<table>
<thead>
<tr>
<th>“Component”</th>
<th>“Initial Eigenvalues”</th>
<th>“Rotation Sums of Squared Loadings”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“Total”</td>
<td>“% Of Variance”</td>
</tr>
<tr>
<td>1</td>
<td>7.216</td>
<td>42.449</td>
</tr>
<tr>
<td>2</td>
<td>2.216</td>
<td>13.037</td>
</tr>
<tr>
<td>3</td>
<td>2.096</td>
<td>12.327</td>
</tr>
<tr>
<td>4</td>
<td>1.582</td>
<td>9.304</td>
</tr>
<tr>
<td>5</td>
<td>.686</td>
<td>4.035</td>
</tr>
<tr>
<td>6</td>
<td>.603</td>
<td>3.546</td>
</tr>
<tr>
<td>7</td>
<td>.482</td>
<td>2.834</td>
</tr>
<tr>
<td>8</td>
<td>.441</td>
<td>2.594</td>
</tr>
<tr>
<td>9</td>
<td>.352</td>
<td>2.069</td>
</tr>
<tr>
<td>10</td>
<td>.264</td>
<td>1.551</td>
</tr>
<tr>
<td>11</td>
<td>.234</td>
<td>1.379</td>
</tr>
<tr>
<td>12</td>
<td>.218</td>
<td>1.280</td>
</tr>
<tr>
<td>13</td>
<td>.192</td>
<td>1.128</td>
</tr>
<tr>
<td>14</td>
<td>.153</td>
<td>.902</td>
</tr>
<tr>
<td>15</td>
<td>.126</td>
<td>.739</td>
</tr>
<tr>
<td>16</td>
<td>.075</td>
<td>.444</td>
</tr>
<tr>
<td>17</td>
<td>.065</td>
<td>.381</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

All the 4 factors explain total 77% of the variance. The 1st Factor explains 25.731% of the variance followed by other Factors with 20.169%, 17.221% 13.995% of the total variance respectively.
Above is the Graphical presentation of the Eigen values obtained from the Total Variance Explained in table 3 and scree plot figure 1. A scree plot is a graphical representation used in factor analysis to help determine the number of factors that should be retained from a dataset. It displays the eigenvalues of each factor in descending order.

Table 4 Factors and Variables

<table>
<thead>
<tr>
<th>S. No.</th>
<th>“Statements”</th>
<th>“Factor Loading”</th>
<th>“Factor Reliability”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer management</td>
<td></td>
<td>.955</td>
</tr>
<tr>
<td>1.</td>
<td>AI help to pay more attention on customers and respond to their requirements immediately</td>
<td>.877</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Enhancing customer service with virtual personal assistants</td>
<td>.876</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>AI help to enhance client’s excursion on media platforms</td>
<td>.871</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Help to connect with customers successfully</td>
<td>.864</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>AI helps to deliver more seamless client experiences</td>
<td>.803</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Data management</td>
<td></td>
<td>.936</td>
</tr>
<tr>
<td>6.</td>
<td>AI helps to create complex and sophisticated algorithms</td>
<td>.882</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>AI helps to enhance the data management capabilities of the software</td>
<td>.878</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Helps to increase the number of data and information sources</td>
<td>.867</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>AI help to make judgments on the basis of collected data its analysis, and other observation of user patterns</td>
<td>.863</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
<td></td>
<td>.881</td>
</tr>
</tbody>
</table>
The factor analysis in the above table 4 underscores key insights into the integration of AI within business operations, with heightened reliability indicated by the substantial factor loadings. Notably, AI demonstrates strong reliability in enhancing customer management, responding promptly to customer needs, and elevating engagement through virtual personal assistants. This is reflected in the high factor reliability value of 0.955, underscoring its consistent impact. In data management, AI's role in devising complex algorithms and facilitating decision-making receives reliable affirmation with a factor reliability of 0.936, highlighting its consistent influence. In the marketing domain, AI's ability to reshape communication and amplify campaign effectiveness is supported by a factor reliability of 0.881, signifying its dependable contribution. Although AI's impact on excluding marketing teams is less significant, the overall factor reliability of 0.756 in control information indicates its consistent role in transforming information utilization and digitization. Overall, these findings demonstrate AI's robust and reliable influence across varied business dimensions.

4.2 DEVELOPMENT OF THE FACTORS

Customer management factor includes the variables like AI help to pay more attention on customers and respond to their requirements immediately, enhancing customer service with virtual personal assistants, AI help to enhance client’s excursion on media platforms, help to connect with customers successfully and AI helps to deliver more seamless client experiences. 2nd factor is named as Data management and the associated variables are AI helps to create complex and sophisticated algorithms, AI helps to enhance the data management capabilities of the software, helps to increase the number of data and information sources and AI help to make judgments on the basis of collected data.
data its analysis, and other observation of user patterns. Marketing is 3rd factor which consist of variables like AI alters businesses and customers communication, helps to make effective campaigns, Mass-market messaging is more easily through AI and AI excludes the participation of marketing team members. 4th and the last factor is named as Control information which includes the variables like AI help to transform the round of using client information, AI help to converse with users, provide them with various information, AI fulfils customer information demands and AI convert information to a digital version. The reliability of Customer Management is 0.955, Data management has 0.936, Marketing is .881 and the reliability of Control Information is 0.756.

<table>
<thead>
<tr>
<th>Table 5 Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Cronbach's Alpha&quot;</td>
</tr>
<tr>
<td>.898</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

All the variables concerning the use of AI in the media are represented in the aforementioned table 5, which shows a dependability of 0.898 across all 17 elements.

4.3 MRA

<table>
<thead>
<tr>
<th>Table 6 Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Model&quot;</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer management, Data management, Marketing and Control information

Source: Prepared by Authors (2023)

In MRA in the table 6, the Adjusted R square value found is 0.531 with 53% of the variation.

<table>
<thead>
<tr>
<th>Table 7 ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Model&quot;</td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

DV: Overall impact of Artificial Intelligence across various media platforms

b. Predictors: (Constant), Customer management, Data management, Marketing and Control information

Source: Prepared by Authors (2023)

One or more of the IDVs have a substantial effect on the DV, as seen in the table 7 above where the significance value is less than 0.05.
Table 8 is showing that all the factors namely Customer management, Data management and Marketing having significant impact on “Overall impact of Artificial Intelligence across various media platforms” except the factor “Control information” showing insignificant but positive impact across various media platforms.

Significantly, the existence of AI has been seen to have significant consequences for the enhancement of customer experiences. The findings indicate that AI plays a crucial role in promptly responding to customer requests, hence encouraging improved engagement and satisfaction. Moreover, the influence of AI on data management was remarkable, as it played a significant part in the development of intricate algorithms and facilitating decision-making, which was emphasised. This implies that the implementation of artificial intelligence enhances the efficiency of data utilisation and analysis. Within the realm of marketing, the significant discovery pertains to the transformative impact of artificial intelligence (AI) on communication strategies and the efficacy of campaigns. However, it is worth mentioning a small consequence related to the possible exclusion of marketing team members resulting from the integration of AI.

Finally, the research emphasised the impact of artificial intelligence (AI) on the process of managing information, resulting in enhanced efficiency in the utilisation and digitisation of data. The study underscored the significant beneficial implications of AI's integration into media platforms for customer management, data optimisation, marketing strategies, and information control.

Overall, the presented regression analysis indicates that Customer Management, Data Management, and Marketing have statistically significant positive effects on the overall impact of Artificial Intelligence across various media platforms. Control Information, however, seems to have a smaller and potentially non-significant impact on the dependent variable. The constant term represents the expected value of the dependent variable when all predictor variables are zero.
5 CONCLUSION

Marketers may reap significant benefits from integrating AI into their digital efforts. An era of AI has begun in which it will aid businesses in increasing their output, efficiency, and profits. It will help businesses recruit new customers, expand existing ones, and keep existing ones happy by improving their understanding of consumer needs and preferences. Artificial intelligence technologies will be the most valuable asset for digital marketers as they become more widely available and reasonably priced. Customers’ decisions about which brands and products are ideal for them will be profoundly influenced by such approaches. This means that in order for businesses to expand and meet the needs of their customers, they will need to embrace this technology. In the next decade, AI applications will completely change online advertising. Personalization, targeting, high conversion rates, high returns on investments, etc., are all examples of the rapid technological development in marketing and computer science that we may now expect to see. The moment is right for leaders, companies, and marketers to take advantage of the situation and deliver outstanding results.

The research looked into the various factors that determine the Role of AI across different media platforms, and it concluded that Customer management, Data management, Marketing, and Control information are the most important ones. Researchers draw the conclusion that AI has far-reaching effects in the media landscape.
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