

# Marketing Manifestation and Artificial Intelligence an Exploration of Customer Involvement Techniques in India

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**Abstract:** This paper investigates the extraordinary capability of Man-made consciousness in customizing showcasing systems. It digs into the hypothetical underpinnings of customer association and researches how Man-made reasoning can be utilized to foster designated and pertinent promoting encounters. Man-made consciousness can customize messages in view of buyer conduct and socioeconomics, affecting the handling course and expanding contribution. This hypothesis investigates the utilization of game mechanics to inspire and connect with clients. Artificial intelligence can customize showcasing encounters, fitting prizes and difficulties to individual purchaser inclinations, driving further inclusion. Calculations can dissect huge measures of client information to foresee individual inclinations and ways of behaving. This considers designated promoting, item suggestions, and content that resounds with explicit purchaser portions. Regular Language Handling, Computerized reasoning - fueled apparatuses break down client surveys, virtual entertainment discussions, and different types of unstructured information. This permits brands to grasp client opinion and customize correspondence styles for ideal contribution. Computerized reasoning - controlled talk bots and remote helpers can give customized client assistance and item proposals progressively, cultivating a more intelligent and connecting with brand insight. Likely Advantages and Contemplations Customized advertising messages and encounters take care of individual requirements and inclinations, prompting higher fulfillment and reliability.

**Keywords:** Artificial Intelligence, Consumer Involvement, Marketing Techniques.

## 1. INTRODUCTION

The convergence of promoting methodologies and innovation has gone through a significant change as of late, with Man-made brainpower (computer-based intelligence) arising as a key empowering influence of customized and client driven encounters. As organizations endeavour to connect with shoppers in additional significant and powerful ways, computer-based intelligence driven methods offer new roads for improving client contribution and driving brand unwaveringness. In India, a quickly creating market described by its different purchaser base and expanding computerized entrance, simulated intelligence's job in promoting has turned into an area of extraordinary investigation. This examination means to investigate the developing idea of "Showcasing Appearance" — the cycle by which brands influence computer-based intelligence instruments and stages to shape, impact, and customize purchaser collaborations. Specifically, it tries to comprehend how simulated intelligence innovations are used to improve client contribution procedures in the Indian market, where both mechanical progressions and social subtleties assume a critical part in molding purchaser conduct.

The review will research key man-made intelligence driven promoting practices like talk bots, prescient examination, suggestion frameworks, and dynamic substance personalization, all of which add to cultivating further client commitment. By zeroing in on the Indian setting, the exploration will likewise look at the moves and open doors extraordinary to this market, taking into account factors, for example, nearby purchaser inclinations, mechanical reception rates, and the job of information security and moral contemplations.

Through a blend of subjective and quantitative strategies, this examination expects to give significant bits of knowledge into the viability of computer-based intelligence in promoting, its effect on client commitment, and the eventual fate of client contribution methods in India. At last, the review will add to a more profound comprehension of how simulated intelligence is reshaping promoting rehearses in one of the world's biggest and most powerful shopper markets.

**2. REVIEW OF LITERATURE**

**P C Kumar and Gupta (2023)** bring up, the fluctuating degrees of advanced education across metropolitan and rustic districts influence how actually computer-based intelligence advertising can be executed in India. While metropolitan shoppers are bound to draw in with computer-based intelligence based promoting techniques, rustic populaces stay reluctant because of elements like unfortunate web network, language hindrances, and an inclination for conventional types of client support.

**Singh and Sharma (2022)** feature that while man-made intelligence driven promoting offers enormous potential for purchaser association, brands in India should be delicate to social subtleties. Indian purchasers, for example, put high significance on customized administration, and their readiness to draw in with man-made intelligence fueled frameworks rely on how well these frameworks line up with their social qualities and correspondence inclinations.

**Ghosh and Dasgupta (2022)** have shown that shoppers are frequently careful about how their information is being gathered, put away, and utilized by man-made intelligence frameworks. In India, where there is a developing consciousness of information security and protection issues, customers might wonder whether or not to draw in with simulated intelligence driven promoting in the event that they have little to no faith in the brand's information rehearses. **Chakrabarti, S, (2023)** note customized man-made intelligence driven correspondence prompts higher fulfillment, expanded trust, and a more grounded profound association with the brand. I-controlled suggestion motors, regularly utilized by organizations like Amazon and Netflix, have been displayed to altogether increment client commitment by introducing items and content customized to individual preferences and inclinations (McKinsey and Company, 2020). Additionally, man-made intelligence empowered visit bots and remote helpers

**Narayan, Y et.al, (2023)** observed that Indian customers are bound to draw in with computer-based intelligence promoting methods when they are guaranteed that their information will be utilized dependably and morally.

**Pothuraju, V.L., Alekhya, P. (2020)** This paper aims to present the organization's performance for socially responsible actions, in Information Technology (IT) sector to contribute to improving the competitiveness of those organizations. The analysis is from different levels of employees working for the organization. It investigates the link among firms "relationship with employees with the objective to find out if there is a competitive advantage in applying Corporate Social Responsibilities practices. Besides the direct influence of Corporate Social Responsibility practices on organization performance, quality of work-life has been analyzed. The empirical analysis was constructed on survey data through the Chi-square test.

**Sokolova & Kefi (2020)** highlighted the role of parasocial relationships in online shopping behavior. Their research demonstrated that young consumers who felt emotionally connected to social media influencers were more likely to be persuaded into making purchases based on influencer recommendations. Nowadays social network influencers play an important role in marketing by introducing products to their audience. In this article, we investigate the persuasion cues related to beauty and fashion influencers present on YouTube and Instagram. More precisely, we investigate how the para-social interaction (PSI) the audience creates with the online influencer, along with their perceived credibility, are related to the purchase intention and how they are, in turn, related to the social and physical attractiveness and attitude homophily.

**Bhatti, A. (2020)** In a comprehensive study on consumer behavior in e-commerce, Bhatti identified trust, ease of use, and perceived usefulness as core factors influencing purchase intentions. The study emphasized that website quality, payment security, and customer reviews significantly shape user trust, especially in emerging markets.

**Ramanjaneya, L., & Sirajuddin, M. (2023)** The point of the scrutiny is to concentrate on the present situation of Rural Marketing in India, the provincial market gives its different open doors and difficulties, considering how differently populated the country purchasers in India are. The country's rural market comprises of 73m cr individuals and this draws in advertisers to enter in this market. To showcase in the domain of provincial promoting enterprises should comprehend the rustic purchaser. There is a shift approaching from metropolitan to the provincial advertising as the turn of events and levels of education and mindfulness among the rustic purchasers is rising and these shoppers need an incentive for their cash. Advertisers while taking special care of country customers need to associate with them and furthermore embrace exhibits for the better comprehension of the rustic individuals. Numerous advancements of methodology to advertise into the country markets have been embraced in the previous years. This paper plans to comprehend these developments and techniques and to comprehend the country customer of India.



**L. Ramanjaneya, Priyanka Samuel Ebenezer, (2025)** This study finds out how influencer marketing and online customer reviews influence Generation Z consumers' buying behaviour in Hyderabad, India. Being digital natives, Gen Z (people born from 1997 to 2012) strongly depend on social media and peer comments for purchasing decisions. The study finds that influencer credibility, authenticity, and content reliability greatly influence Gen Z's trust and buying intentions. Similarly, review volume, tone, and regency powerfully drive their product perceptions. With a quantitative approach utilizing standardized questionnaires, the study examines the effect of these digital tools using regression and correlation analysis. The results are intended to inform marketers on how to develop effective digital initiatives for involving Gen Z in urban India.

**Raju Rathipelli, Gurram Ajay, (2025)** In today's digital era, video marketing has emerged as a powerful tool for brands to capture consumer attention and enhance engagement. This study explores the impact of video marketing on consumer engagement and brand recall. It investigates how video content influences consumers' emotional responses, purchasing behaviour, and their ability to remember brands. Data was collected through a structured questionnaire distributed to a sample of consumers exposed to video advertisements. The findings reveal that visually appealing, emotionally resonant, and informative video content significantly boosts consumer engagement levels and positively influences brand recall. Regression analysis indicates a moderate positive relationship between consumers' interaction with video ads and their perceived connection with brands. The study concludes that video marketing is an effective strategy for fostering stronger consumer-brand relationships and recommends that marketers invest in high-quality, targeted video content to maximize impact. Limitations and suggestions for future research are also discussed.

**Raju Rathipelli, Dr. I. J. Raghavendra, (2019)** Tremendous changes in human life are running behind technology. Present scenario of leading life of human being has become very busy with internet. When we get up from the bed and till we go to the bed we are all using internet extremely even it is not in required. Everybody is passionate about using internet services in various ways to satisfy their behavioral needs. In this regard it is not possible our life without internet and it has become of the important needs in human life. Eventually we are addicted to internet and service providers endow with many facilities to everyone even a layman can use internet without any proper knowledge. So, if a day is spent without using net that we cannot imagine and do not move our steps forward to finish a day.

**Gunja Sujatha, Pakala Nikitha, (2024)** This study examines how gamification affects customer loyalty with a specific focus on Apollo Pharmacy in Hyderabad, a major metropolis with a tech-savvy population. Gamification—the process of introducing game-like elements like challenges, badges, rewards, and points into non-gaming contexts—is gaining popularity as a customer engagement strategy across all industries. The results show that gamification and customer loyalty are strongly positively correlated, especially for younger age groups (less than 35), who demonstrated greater awareness, engagement, and trust in Apollo's loyalty programs. Redeemable points, digital health challenges, and referral rewards were found to be important loyalty-boosting elements. The study affirms that gamification can increase brand loyalty and repeat business, but it also emphasizes the need for greater awareness, customization, and simplification, particularly for senior citizens. The study adds to the scant body of knowledge on gamification in the retail pharmacy industry in India and offers practical suggestions for improving client interaction with gamified loyalty programs.

**Shesadri Kiran Tharimala, & S.Swapna, (2023).** This study proposes and tests a comprehensive model to examine the role of customer brand engagement and its impact on loyalty intentions in the two-wheeler market. While prior research has examined constructs such as customer satisfaction, perception, and perceived value independently, this study integrates these variables into a unified framework. Data collected from respondents in the Hyderabad region were analyzed using factor analysis and multiple regression techniques. The study assesses both the direct effect of brand engagement on customer loyalty intentions and the indirect effect through customer trust as a mediating variable. Findings indicate that customer trust partially mediates the relationship between brand engagement and loyalty intentions. The results provide valuable insights for two-wheeler marketers in strengthening customer relationships and enhancing loyalty

**Ch.Satish Yadav, Veeramallu Hema Sree (2025).** The Rise of digital technology has reshaped how businesses connect with their customers, moving interactions from traditional storefronts to online spaces. Marketing approaches have evolved to include tools like social media engagement, search engine visibility, AI-based suggestions, email promotions, and tailored advertisements. Major online retailers such as Amazon have embraced these tools to increase customer interaction, make the buying process smoother, and offer a more convenient and customized shopping journey.

**Research Methodology****3. OBJECTIVES OF THE STUDY**

1. To Explore the Role of Artificial Intelligence in Modern Marketing Practices in India
2. To Analyze the Impact of Artificial Intelligence on Customer Involvement Techniques in India
3. To Identify Key Artificial Intelligence Marketing Practices in India's Consumer Market
4. To Understand Consumer Perceptions of Artificial Intelligence -Driven Marketing in India

**4. HYPOTHESES OF THE STUDY**

1. H1: AI-Driven Personalization Techniques Enhance Customer Involvement in Marketing Campaigns in India.
2. H2: Indian Consumers Show Positive Attitudes toward AI-Driven Marketing, Provided Data Privacy Concerns Are Addressed
3. H3: The Adoption of AI-Based Customer Involvement Techniques Varies Across Different Demographics in India.
4. H4: AI Marketing Strategies Will Have a Greater Impact on Consumer Involvement in Tech-Savvy Segments of the Indian Market.

**5. RESEARCH DESIGN**

The research will embrace an engaging and exploratory plan. Illustrative examination is fitting to comprehend the present status of simulated intelligence driven advertising practices and client association procedures, while exploratory examination will assist recognize fundamental factors that drive buyer commitment with computer-based intelligence showcasing in India. The review will consolidate subjective and quantitative information to construct an all-encompassing perspective on the point.

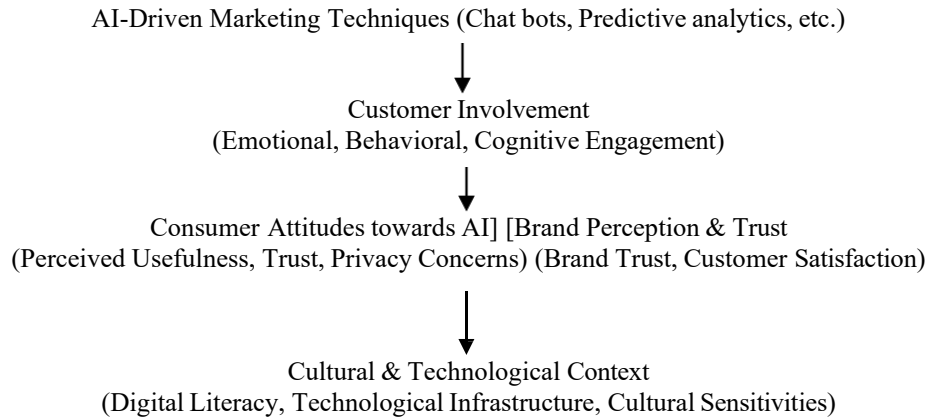
**Data Collection Methods**

To catch many points of view and gain bits of knowledge into both buyer perspectives and strategic policies, the examination will utilize two essential techniques for information assortment: studies and top to bottom meetings.

**Quantitative Data Collection: Surveys**

- **Target Population:** The survey will target **Indian consumers** aged 18 to 45 who have had some interaction with AI-driven marketing tools such as recommendation engines, chat bots, personalized ads, or virtual assistants. The target sample will include consumers from both urban and semi-urban areas, ensuring diversity in terms of digital literacy, technology adoption, and socio-economic background.
- **Sampling Method:** The study will use **stratified random sampling** to ensure that different demographic groups (e.g., age, income, education, geographical location) are adequately represented in the sample. A sample size of 150 respondents had been targeted to ensure statistical reliability.
- **Survey Instrument:** A structured questionnaire will be designed, incorporating both closed and Likert-scale questions. The survey will assess consumer engagement with AI marketing, attitudes towards AI in marketing, concerns regarding data privacy, and the perceived effectiveness of AI-driven customer involvement strategies. Key sections will include:

**Conceptual Framework**



**Data Analysis and Interpretation**

Table No: 1 Customer Involvement

Customer Involvement	Respondents	Result
Relevance	40	27
Increased Conversion Rates	20	13
Enhanced Loyalty	20	13
Enhanced Engagement:	10	07
Emotional Engagement	20	13
Consumer Education	40	27
<b>Total</b>	<b>150</b>	<b>100</b>

Table No: 2 Customer Involvements

Customer Manifestation	Respondents	Result
Hands-Free Engagement	30	20
Natural Interaction	20	13
Increased Accessibility	20	13
Real-Time Engagement	31	21
Customer Feedback Loop	19	13
Enhanced Customer Relationship	30	20
<b>Total</b>	<b>150</b>	<b>100</b>

In the present computerized promoting scene, standing apart from the group is a consistent fight. Customers are assaulted with nonexclusive messages, prompting flag visual deficiency and blurring brand review. In any case, Man-made brainpower (artificial intelligence) offers a progressive arrangement, customized promoting. By utilizing computer-based intelligence's insightful ability, brands can fit advertising messages and content to individual client inclinations, buy chronicles, and online way of behaving.

This shift towards customized promoting engages brands to produce further associations with purchasers, encouraging contribution, brand reliability, and eventually, a huge upper hand. Client Relationship The executives (CRM) information, buy history, socioeconomics, and past cooperation's give important bits of knowledge into client inclinations. Perusing designs, content saw, and time spent on unambiguous pages offer pieces of information about client interests.



Virtual entertainment collaborations, Likes, offers, and remarks via web-based entertainment stages uncover client feeling and brand fondness. Man-made intelligence calculations can uncover stowed away examples and client sections. Envision simulated intelligence distinguishing a gathering of clients who regularly buy running shoes and have as of late downloaded a wellness application. This understanding permits brands to customize advertising messages, offering designated limits on running clothing or displaying preparing tips pertinent to their wellness objectives.

Customary showcasing could portion clients by socioeconomics like age or area. Man-made intelligence, notwithstanding, can make significantly more nuanced sections in light of a more extensive scope of data of interest, including buy history, online way of behaving, and virtual entertainment contribution. With these client portions close by, artificial intelligence engages brands to customize promoting messages appropriately. For example, a web-based business store can send designated messages to clients who have deserted shopping baskets, offering them impetuses to finish their buy.

This degree of personalization guarantees that showcasing messages are pertinent and connecting with, improving the probability of client transformation. Computer based intelligence goes past static division; it works with continuous personalization. This implies showcasing messages can be progressively changed in light of a client's ongoing cooperation and conduct. Envision a client perusing a movement site, checking different objections out. Computer based intelligence can break down this constant way of behaving and show customized spring up promotions highlighting exceptional proposals on inns or trips for those particular objections.

Moreover, simulated intelligence visit bots on sites can customize client assistance connections, give item suggestions or address questions custom-made to the client's perusing history. Artificial intelligence-controlled personalization is changing the advertising scene. Brands that influence man-made intelligence's information examination capacities, division, and constant personalization apparatuses can make designated showcasing efforts that resound with individual clients. This cultivates further inclusion, fabricates more grounded brand devotion, and eventually drives business achievement. As simulated intelligence innovation keeps on developing, the opportunities for customized promoting are boundless. The fate of promoting lies in making certifiable associations with purchasers, and computer-based intelligence gives the devices to make that future a reality.

### **Challenges and Considerations**

Exploring these intricacies is pivotal for brands to receive the rewards of computer-based intelligence-controlled personalization while encouraging trust and mind ful information rehearses with their client's numerous man-made intelligence calculations are perplexing and murky, making it challenging for shoppers to comprehend how their information is utilized to customize their encounters. This absence of straightforwardness can prompt sensations of doubt and control. It's fundamental for brands to be straightforward about simulated intelligence's job in personalization.

They ought to make sense of how information is gathered and utilized, and give instruments to buyers to control their information and quit customized advertising whenever wanted. Man-made intelligence calculations are just however great as the information they seem to be prepared on. In the event that the informational collections used to prepare simulated intelligence models contain predispositions, these inclinations can be reflected in the customized showcasing encounters conveyed to buyers. For example, a man-made intelligence model prepared on one-sided information could prescribe specific items or administrations to explicit socioeconomics all the more much of the time, prompting unjustifiable or oppressive showcasing rehearses.

Give clear and simple to-find choices for shoppers to quit customized showcasing or change their security settings. Consistently Review computer-based intelligence Models, occasionally review computer-based intelligence calculations for expected predispositions and do whatever it takes to moderate any distinguished predispositions in the informational indexes. Obviously convey to purchasers how man-made intelligence customizes their encounters, and give clarifications to why they see specific suggestions or advertising messages). Computer based intelligence-controlled personalization offers massive potential to upgrade promoting viability and fabricate further client associations.

Later on, simulated intelligence personalization will proceed to develop, and the obligation lies with brands to guarantee it stays a power for good, encouraging trust and making a customized promoting scene that benefits all interested parties. Consolidating extra subtleties and bits of knowledge, I-fueled personalization, while a strong



showcasing device, gives a perplexing scene moral contemplations and difficulties to explore capable execution is essential for brands to receive the rewards of personalization while encouraging trust and maintaining dependable information rehearses.

### **Purpose and Scope of the Paper**

The computerized advertising scene is immersed with non-exclusive messages competing for purchaser focus. This paper digs into the groundbreaking capability of Man-made reasoning (man-made intelligence) in customized advertising. We mean to investigate how computer-based intelligence can upset showcasing techniques by fitting messages and content to individual client needs and inclinations. By inspecting the reason and extent of this paper, we will lay out a system for grasping the effect of computer-based intelligence on buyer inclusion and at last, brand achievement.

The main role of this paper is to examine the job of man-made intelligence in customized showcasing and its effect on purchaser association. Examine how computer-based intelligence works with information driven Investigate how computer-based intelligence calculations can break down tremendous measures of client information, including buy history, online way of behaving, and web-based entertainment cooperation. Analyze the effect of simulated intelligence on division Examine how computer-based intelligence makes more nuanced client portions in light of assorted data of interest, empowering brands to tailor advertising messages likewise.

Investigate how simulated intelligence considers dynamic acclimations to promoting messages in light of a client's ongoing collaboration and conduct. Break down the impact of man-made intelligence on shopper association, research how customized showcasing procedures cultivated by simulated intelligence can improve client experience, increment brand pertinence, and eventually, drive further client contribution. This paper centers on the hypothetical underpinnings and down-to-earth utilizations of simulated intelligence in customized showcasing.

### **Recommendation**

The investigation of computer-based intelligence's job in customized advertising has uncovered its tremendous potential for making further client associations and driving business achievement. In any case, successfully executing simulated intelligence requires cautious thought and key preparation. Here, we investigate key proposals for brands trying to use computer-based intelligence-controlled personalization in their advertising endeavors, Put resources into Information Framework and Examination Abilities. Man-made intelligence blossoms with information. To customize promoting really, brands need a vigorous information foundation equipped for gathering, putting away, and breaking down immense measures of client information.

This incorporates information from different sources, for example, Client Relationship The board (CRM) frameworks, Buy history, socioeconomics, and past collaborations offer significant experiences into client inclinations. Site conduct following, examine perusing designs, content saw, and time spent on unambiguous pages to comprehend client interests. Virtual entertainment associations, Likes, offers, and remarks via online entertainment stages uncover client opinion and brand fondness. Putting resources into information investigation apparatuses and employing talented information researchers is vital to remove significant bits of knowledge from this information, empowering artificial intelligence calculations to customize advertising messages and suggestions.

Customers are progressively worried about information protection. Brands that influence computer-based intelligence personalization should focus on information security by carrying out strong measures to safeguard client information from unapproved access or breaks. Moreover, be straightforward about how information is gathered and utilized. Obviously make sense of simulated intelligence's job in personalization and give components to buyers to control their information and quit customized promoting whenever wanted. Artificial intelligence personalization ought not be exclusively about selling more items

This client driven approach encourages trust and dedication, at last prompting long haul brand achievement. Embrace Moral computer-based intelligence Practices and Alleviate Predisposition. Computer based intelligence calculations are just however great as the information they may be prepared on. One-sided informational collections can prompt out of line or prejudicial showcasing rehearses. Routinely review computer-based intelligence models for expected predispositions and do whatever it takes to relieve them. Guarantee your informational indexes are different and agent of your main interest group. Think past oddball customized messages.

**CONCLUSION**

The mix of Man-made consciousness into promoting methodologies has demonstrated to be an extraordinary power in worldwide buyer showcases, and its true capacity in India is no exemption. As artificial intelligence driven advances, for example, prescient examination, customized suggestions, visit bots, and remote helpers keep on developing, they offer critical open doors for brands to draw in with shoppers in more profound, more significant ways. This exploration features that simulated intelligence has the ability to upgrade client association by conveying customized encounters, expanding productivity, and giving brands important experiences into customer conduct. Be that as it may, its fruitful execution in India is affected by a few one-of-a-kind difficulties and valuable open doors well defined for the Indian market.

India, with its huge, various buyer base, presents both a promising and complex scene for simulated intelligence in showcasing. While metropolitan shoppers, especially more youthful and well-informed fragments, areas of strength for show with simulated intelligence controlled promoting instruments, provincial buyers frequently stay reluctant because of innovative hindrances, absence of computerized proficiency, and an inclination for more customary client support draws near. Social subtleties likewise assume a basic part in molding how artificial intelligence driven showcasing is seen and acknowledged. The significance of customized administration and confidence in Indian buyer conduct implies that brands should cautiously consider how they carry out man-made intelligence to guarantee that it lines up with nearby qualities and inclinations.

Moreover, worries about information protection stay a critical boundary to broad reception of simulated intelligence promoting devices in India. Buyers are progressively mindful of the requirement for straightforward information utilization practices, and brands should address these worries assuming that they are to coordinate artificial intelligence into their promoting procedures effectively. As noted, organizations that focus on information security, morals, and straightforwardness will cultivate more noteworthy trust and, therefore, more significant shopper connections.

In spite of these difficulties, the future capability of computer-based intelligence in Indian showcasing is tremendous. As India keeps on encountering fast headways in advanced framework, including more noteworthy web entrance, versatile reception, and arising advances like 5G, simulated intelligence's abilities will just grow, empowering much more complex and customized showcasing rehearses. Besides, the developing consciousness of artificial intelligence among Indian purchasers proposes that the market for man-made intelligence driven client contribution will keep on advancing as buyers become more acquainted with and trusting of simulated intelligence apparatuses.

All in all, while artificial intelligence holds colossal commitment for upsetting promoting rehearses in India, its adequacy will rely on how well brands explore the mechanical, social, and moral difficulties that exist. Future examination ought to keep on investigating how Indian organizations can streamline man-made intelligence to meet the assorted necessities of the buyer populace, improve commitment, and assemble enduring connections in view of trust and personalization. As artificial intelligence advancements become further developed, their capability to shape the fate of showcasing in India will just keep on developing, making it a thrilling area of study for the two professionals and scholastics the same.

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