
Impact of Artificial Intelligence on Marketing in Nigeria

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Abstract

This analysis investigates the role of artificial intelligence (AI) in reshaping marketing and its effects on the current business environment. An in-depth analysis of current research was conducted to provide a comprehensive understanding of AI and its applications in marketing. AI plays a significant role in marketing, streamlining processes, and improving outcomes. The researcher utilized an approach that consisted of relaxed discussions with marketing experts belonging to several firms in Nigeria. The researcher selected a group of fifteen marketing professionals for interviews. The study looks at what helps and hinders the use of AI in marketing. It also talks about the good and bad sides of using AI, how companies changed their marketing strategies before and after using AI, important ethical issues, and how AI is used in the marketing field. The study recommends using AI in marketing to boost company performance, which can lead to making more money and standing out from competitors. By identifying gaps in existing research and clearly relating the practical applications of AI in marketing, this study offers valuable insights for marketing research

Keywords: Artificial Intelligence, Performance, Marketing, Profitability.

1. Introduction

Artificial Intelligence Marketing (AIM) involves utilizing technology and marketing data to elevate customers' emotional connection with a brand (Jain & Aggarwal, 2020). AI has the capability to analyze vast amounts of data, bridging the gap between data science and practical applications, something that was challenging in the past (Thiraviyam, 2018). Marketing means using different methods to reach and influence people at a certain time and place, through a particular way of communication. The rise of digital marketing is driven by leveraging extensive data alongside scientific investigations into advanced systems. (Gkikas & Theodoridis, 2019). Emerging technologies such as the Internet of Things (IoT), data science, cloud computing, big data, artificial intelligence (AI), and blockchain are transforming our lifestyles, work environments, and leisure activities. As these technologies evolve, we may experience hyper-automation and vast networks, paving the way for the Fourth Industrial Revolution (Bloem 2014, Klosters 2016; Schwab 2017; Park 2017; Soni Neha 2019). Artificial intelligence (AI) helps marketers tailor their messages and offers to each individual, making them more personal and relevant. It will eventually be able to communicate with a lot of people. Websites like Search, Facebook, YouTube, and Google reach billions of people every day, along with online ad networks. The future will involve using and putting into practice artificial intelligence (Savica Dimitrieska *et al.*, 2018) As AI gets better, marketing is changing quickly and will keep changing. How fast this change happens will affect how marketing works in schools, research, and businesses. Companies will face challenges when trying to navigate the shifting marketing environment. As new technologies come out, companies need to keep training their workers often. Using AI is now seen as something real, not just a story from

science fiction. For us to survive in the future, it will be crucial (Shahid and Li, 2019). Marketing professionals must understand how to enhance and adjust their skills for the integration of AI and robotics in order to prepare for the future. The current situation is interesting but also creates some issues. We will look at how AI affects marketing from the viewpoint of marketing experts in Nigeria.

The field of marketing is being revolutionized by artificial intelligence (AI), and this transformation is expected to accelerate shortly. Although businesses are eager to harness AI's potential for marketing purposes, the number of studies focused on the relationship between these two fields is surprisingly limited (Bughin *et al.*, 2017). In numerous industries and roles, businesses utilize artificial intelligence (AI) for a wide range of activities. One of them is marketing, which is seen as the main part of the business. The role of artificial intelligence (AI) in marketing is revolutionizing the industry, with even more significant shifts anticipated shortly (Shahid and Li, 2019). Wierenga (2010) highlighted the limited coverage of AI in the realm of marketing literature and resources. Martinez-López and Casillas (2013) state that there are fewer than 50 articles in business publications on the topics of marketing and artificial intelligence within Scopus. After that, the number of studies on the topic in Scopus went up, but it's still less than 100. Emphasize the need for additional studies regarding AI's influence on marketing, pointing out that the current body of research is sparse and that AI could improve marketing strategies. This analysis will approach this key topic from the viewpoint of a marketing expert operating in Nigeria.

2. Theoretical Framework

Due to the limited information available on marketing and AI, we aimed to develop a guide that outlines the current state of AI and its potential future developments. Even though people have been studying marketing ideas and rules for a long time (Wierenga & Bruggen, 2000), using AI in marketing is still a new trend. Although many organizations incorporate AI in their operations, a significant number still fail to leverage it to its maximum advantage. A significant number of marketers are eager to adopt AI shortly, and the majority are prepared to fully implement it. Fewer than 20% of marketers used one or more AI tools in their work in 2017 (Bughin, McCarthy, and Chui, 2017). Marketers want to use AI for things like dividing customers into groups and analyzing data, which helps with marketing plans. Their goal is to leverage AI for messaging, tailoring experiences, and anticipating customer actions (Columbus, 2019; Davenport Thomas et al. 2019). Artificial intelligence (AI) refers to machine intelligence, which differs from human intelligence. Artificial intelligence is when machines are smart enough to watch what's happening around them and work towards their goals. (Sanjeev Verma et al., 2021) AI is needed to analyze how clients behave, what they buy, what they like, and other important details (Chatterjee et al., 2019).

In today's world, small businesses can greatly benefit from the capabilities of artificial intelligence. It allows them to grow internationally and sell their products online. AI can assist marketing managers with many jobs, such as finding new customers, studying the market, managing social media, and personalizing user experiences (Sterne, 2017). In today's connected world, artificial intelligence has become very useful and effective.

Throughout the 21st century, artificial intelligence (AI) has emerged as a crucial element in numerous sectors such as engineering, science, education, healthcare, business, accounting, finance, marketing, economics, the stock market, and law. (HalalRephrase 2003; Masnikosa 1998; Metaxiotis et al., 2003; Raynor 2000; Stefanuk & Zhzhikashvili 2002; Tay & Ho 1992, Wongpinunwatana et al., 2000; Thiraviyam 2018).

3. Methodology

The study was conducted using a qualitative research approach by the researcher. The qualitative method serves as a research tool that facilitates the exploration and understanding

of the rationale, opinions, and perspectives tied to a specific theme. The study aims to understand how AI affects marketing by asking marketing experts. Therefore, opting for qualitative research is the most advantageous option. Data will be collected from both primary sources and previously established sources.

The researcher interviewed to collect essential data that would help address the study's questions. Different types of printed materials, magazines, books, websites, and blogs are used as extra information sources. Marketing experts from Nigerian companies are being interviewed. Fifteen people were chosen to take part, and interviews were held with fifteen marketing experts from India. The researcher intentionally selected particular individuals due to a specific rationale behind their choice.

To take part in the research, participants must be associated with a company that engages AI in its marketing efforts. The idea was that marketers who had used AI would be better at judging how AI affects marketing. They asked people questions in a conversation, allowing them to answer freely. By utilizing an inductive research strategy that permits fresh insights, the researcher was receptive to introducing further questions during the interview as the situation warranted. As this research focuses on a particular timeframe, we will collect responses from individuals over the course of one month.

4. Results and Discussion

This section provides an analysis of the data collected from research respondents. In total, fifteen marketing professionals from ten different Nigerian companies were interviewed. Table 1 provides an overview of the responder profile.

Table 1. Profile of the Respondents

Respondents	City	Industry	Position	Years of Experience
Respondent 1	Bauchi	Hassan Electricals (Electronics)	Marketing Director	5 years
Respondent 2	Lagos	Unilever Nigeria PLC (Consumer Goods)	Marketing Manager	3 years
Respondent 3	Kano	Kano ICT Hub (IT)	Marketing Executive	4 years
Respondent 4	Kaduna	Beta computers Limited (Electronics)	Head of Marketing	7 years
Respondent 5	Abuja	Zinox Technologies Limited (Electronics)	Marketing Specialist	4 years
Respondent 6	Kaduna	Olam Nigeria (Consumer Goods)	Marketing Executive	3 years
Respondent 7	Lagos	UAC Nigeria Plc (Consumer Goods)	Marketing Director	6 years
Respondent 8	Lagos	Nestle Nigeria Plc (Consumer Goods)	Marketing Specialist	4 years
Respondent 9	Bauchi	Bauchi State University ICT Center (IT)	Head of Marketing	9 years
Respondent 10	Kaduna	Sidmach Technologies Nigeria Limited (IT)	Marketing Manager	3 years
Respondent 11	Maiduguri	Yusuf Electronics (Electronics)	Marketing Executive	3 years
Respondent 12	Lagos	Dangote Group (Consumer Goods)	Head of Marketing	8 years
Respondent 13	Lagos	PZ Cussons Nigeria Plc (Consumer Goods)	Assistant Marketing Manager	2 years
Respondent 14	Katsina	Gano Electricals (Electronics)	Marketing Manager	5 years
Respondent 15	Kaduna	ICT Hub (IT)	Marketing Director	7 years

Source: Researcher's compilation (2025)

4.1 Interview Analysis

This section gets into the specifics of the interview. The following are the main interview questions, which are covered in detail in this section:

- i. What variables affect how AI is utilized in marketing strategies?

- ii. What are the notable perks of utilizing AI for marketing purposes?
- iii. What are the biggest problems with using AI in marketing?
- iv. What are the ethical dilemmas associated with employing AI in marketing strategies?
- v. In what ways does artificial intelligence influence your company's marketing strategies?
- vi. How does your company plan to approach marketing both before and after implementing AI?

4.2 Factors to Consider When Integrating AI in Marketing

Those interviewed indicated that the primary motivation for incorporating AI in marketing is the pressure from competing companies. A lot of organizations are being pushed by rival firms to incorporate AI into their marketing efforts. According to Respondent 1, businesses in competition are eager to incorporate AI into their marketing strategies. Respondent 2 pointed out that the leaders of the company are becoming more supportive of incorporating AI into marketing, driven by media reports, rivalry in the industry, and their own digital capabilities. Respondent 3 talked about outside challenges and competition, along with the excitement of using AI in marketing jobs. "Companies are now discussing this big trend and using it in their marketing," he told me. The competition is tough, and the company realized that to be different from others, they had to use AI in their marketing. "Although there wasn't obvious pressure from customers, Respondent 4 said the company realized that people look for businesses that offer the best services and results. Because of this, they felt they had to use AI technologies.

4.3 Benefits of Artificial Intelligence in Marketing

When people responded to inquiries regarding AI's assistance in marketing, their answers varied significantly. According to Respondents 5 and 6, utilizing AI for marketing purposes would improve the company's overall performance and free up time on marketing-related tasks. It is evident that artificial intelligence has enhanced the company's marketing practices. Respondent 7 noted that the use of AI software within our company has led to increased sales, enhanced insights into customer data, and more strategic marketing choices. Most importantly, it helped boost the profits from the investment. Respondent 8 points out that utilizing AI can aid in interpreting data and support the development of superior marketing strategies. Respondent 9 says that the biggest advantage of using AI in marketing is gaining helpful information. The results from the AI software can be used for many activities, like setting prices and creating new products. According to Respondent 10, the primary advantage of leveraging AI software in marketing is its ability to enhance the company's service offerings and provide greater value to customers, resulting in optimal customer satisfaction. Improved analytical capabilities and more efficient marketing activities are among the added advantages.

4.4 Major challenges of AI Integration in Marketing

Based on the answers, the biggest difficulty in using AI is making sure it works well with existing systems. To fix the compatibility problem, respondents 11 said they focused on making it simple to connect their system with the main CRM systems. It's still a big problem for us, and the group is always trying to make things better. Complicated software and IT systems, as mentioned by Respondent 12, are also a big problem. Thus, organizations need to focus on addressing compatibility concerns. Four respondents said that the biggest problem for marketing teams after using AI is that they don't have enough technical skills. Respondent 13 emphasizes the importance of equipping the marketing team with the necessary skills to effectively use AI within the organization. Using new technology in a business is a big change, and it's important to find and solve any problems early. Companies shouldn't be scared to use new technologies if they want to stay ahead of their competition. The respondent acknowledged that possessing data is crucial for the effectiveness of AI. Because of this, they think that the lack of data is the biggest obstacle.

4.5 Ethical Aspect of AI in Marketing

Respondents indicated that maintaining data privacy is the primary ethical concern when dealing with clients. Respondent 14 said that to fix this problem, the company collects data but does not connect it to the users who make it. Respondent 15 said they want to share some personal information. Respondent 13 mentioned two ethical problems about using artificial intelligence in marketing. She thinks we should look into ethical problems because they are very important, but she feels that companies often ignore them when deciding to use AI software that relies on knowledge. Using data in marketing is an important issue to think about when it comes to doing the right thing. Second, even the development team finds it hard to understand why we decided to use AI. If a company doesn't look into the wrong choices it has made, it might end up facing a tough problem. Respondent 15 says that data is the most important and ethical part of using AI in marketing, and we should pay attention to it at every stage. According to her, the company took the ethical concerns surrounding the new system into account before adopting it, and their foremost policy is to avoid collecting any personal information from clients. She emphasized the significance of communicating any ethical issues to the buyer. Consequently, our organization explains to the customer what kinds of data will be gathered from them.

4.6 Usage of AI in marketing functions

As reported by various sources, AI has improved marketing efficiency and is currently utilized in almost every significant marketing function. They say that AI helps create better sales and marketing plans, which results in big improvements for companies. Respondent 8 says that AI is used in many areas of marketing, such as setting prices, advertising, distributing products, and planning and developing new products. Respondent 12 says that AI is mainly used in online platforms, ads, and managing customer relationships. Respondent 5 says that many businesses use artificial intelligence in digital marketing. This includes things like choosing content, sending emails, online ads, website design, chatbots, and predicting trends.

4.7 Pre and post AI marketing strategy

Using AI in marketing really changes how businesses operate. It also affects the company's plans. Respondent 7 stated that the main aim before the adoption of AI in marketing was to enhance the assortment of marketing tools and to introduce more products.

After using AI, marketing managers became very interested in business information. This helped them understand marketing, sales, and how the business works better. They made models with the data to guess future plans. Respondent 5 said that AI changed how the company does its marketing. The organization's main priority led them to invest in AI technology for enhancing customer service. They made plans to provide the best customer support and noticed a big improvement in their service. It made things quicker and worked better.

Also, the company is thinking about investing in AI in the future. Before using AI, the market strategy was centered on building long-term relationships with clients and changing marketing efforts to new ways of communicating. After using AI, the company started to pay more attention to social media, making things more personal for customers, collecting better data, improving search engine results, streamlining payment processes, and boosting sales, all to reach these goals.

5. Conclusion and Recommendations

This article examines the impact of artificial intelligence (AI) on marketing through the insights of marketing professionals in India. Multiple actions were undertaken to fulfill the aims of the research and respond to the questions raised. A thorough review of existing research was highlighted first, giving a clear understanding of AI and how it is used in marketing by including ideas from many experts. Secondly, the researcher used a method that focused on

understanding people's experiences. This included talking to 15 marketing experts from ten different companies in Nigeria.

The main findings of the study showed that competition, media focus, digital readiness, and customers are the most important factors in using AI in marketing. Respondent gave different answers about how using AI in marketing has worked out. Rephrase Marketing experts say the main benefits are working faster, saving time on marketing tasks, getting more customers to buy, understanding customer needs better, making smarter marketing choices, getting more profit from investments, gaining useful information, providing better service, and keeping customers happy. Better data analysis and smoother marketing work are some of the extra benefits.

Respondents indicated that the toughest issue faced when using AI in marketing is ensuring seamless compatibility among the different technologies. It is widely considered essential to have data in order for AI to function effectively. They believe that data is the main part of AI, but it also makes things harder to use. Respondents indicated that the handling of data is the key ethical challenge in client relationships. Those questioned regarding AI's application in the company's marketing stated that its use has boosted marketing effectiveness and is prevalent in almost all significant marketing roles. They say that AI helps create sales and marketing plans, which greatly boosts how well a company performs.

The studies mentioned show how important AI is for business marketing. AI has changed the marketing world, helping to update old marketing methods. This study looks at how artificial intelligence (AI) affects marketing from the viewpoint of marketing workers. It provides useful information that adds to what we already know and helps train employees regularly. Adapting to the shifting marketing environment will present many challenges for organizations. This showed how important AI is in marketing and the many benefits it brings when used. Also, the main difficulties, ethical issues, and uses gave companies a guide for using AI in marketing. Companies should pay attention to the issues and difficulties of using AI in marketing.

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