

Introduction to AI in Marketing Research: The Evolution of Marketing in the Digital Age

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Abstract

Due to digital realm, characterised by rapid technological advances and data abundance, marketing practices and the adoption of digital technologies have aided the transformation and expansion of marketing from a primary function related to basic things, to crafting data analytics, consumer centric marketing. AI technologies have taken marketing to new heights. Marketing has recently undergone a seismic shift in the digital age, and this has impacted the way in which businesses engage with their customers. Everything has drastically changed, from the days of print media (ads), broadcast media, social media, and now search engines.