

Research Article

Examining the Role of Artificial Intelligence in Marketing Management: Sustainable Growth Perspectives in Indian Contexts

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Abstract: Marketing is an art as well as a science. Technology has revolutionized the businesses, governance and organizational performances. This research paper is centered around the revolutionary aspect of artificial intelligence and its effects on marketing management for fostering sustainable development in the Indian market scenario. The increasing use of AI technology for marketing activities like predictive analysis, customer profiling, chatbots, and recommendations has greatly improved the efficiency and personalization of marketing activities. Emerging markets like India have been experiencing a shift towards the use of artificial intelligence technology that is contributing to making the marketing process more efficient and effective. This study attempts to explore the effect of AI technology on marketing processes that include cost savings, reduction of wastage, and responsible consumption. The challenges associated with adopting AI technologies in marketing include issues related to privacy, lack of appropriate infrastructure, and skills shortage. The research paper uses a conceptual approach to provide strategic implications for the future in terms of leveraging the potential of artificial intelligence for marketing.

Keywords: Artificial Intelligence (AI), Marketing Management, Sustainable Growth, Predictive Analytics, Customer Engagement, Digital Transformation, Indian Market.

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INTRODUCTION

India is a leading marketplace in the Asia-Pacific region. It has high domestic consumption coined with the digitalization, Gen Z, government reforms etc. The rapid evolution of AI technology has greatly changed the approach towards marketing management for many organizations, allowing them to implement data-driven and more adaptable approaches (Bhanot & Gaikwad, 2025). The use of AI technologies, including machine learning, natural language processing, and predictive analytics can help to make more informed decisions, automate certain processes, and improve the customer experience through personalization. Unlike what marketing entailed in previous times, modern companies are adopting an approach based on the real-time data analysis and AI systems, which is a strategic part of their operations. AI technologies can be used to process large volumes of both structured and unstructured data, helping marketers to develop better segmentation, targeting, and positioning techniques. Additionally, using AI helps in making pricing decisions and optimizing customer journeys, resulting in more efficient operations and improved customer satisfaction. Importantly, adoption of AI in marketing management can have a positive environmental impact as it allows companies to optimize their resources and reduce marketing waste. According to recent research, adoption of AI in marketing management has led to increased hyper-personalization and better optimization of marketing campaigns (NIIT, 2025). There have been many reasons why companies in India are using AI technology to manage their marketing activities. This can be attributed to the fast development of digital technologies, high levels of internet connectivity, and increased use of mobile phones. The emergence of a new digital environment in India, characterized by Digital India and AI governance frameworks, has led to innovation and encouraged companies to use AI technology. AI helps companies learn about the diverse tastes of consumers in urban and rural areas. Moreover, AI helps companies grow sustainably by managing their supply chains, minimizing

defects/ errors, maximizing the quality standards and encouraging environmentally friendly behaviors (Gaikwad, 2024). According to research, AI-enabled sustainability marketing has had an immense impact on consumers' behaviors since it improves their interactions with sustainable products and enhances brand loyalty (Garg et al., 2025). The Indian government's efforts to ensure responsible AI use are commendable because they emphasize responsible innovation, data protection, and inclusiveness (MeitY, 2025).

Although many possibilities exist for the implementation of AI in marketing management, a number of barriers hinder the successful deployment of AI in general, particularly in developing countries. Some of the challenges faced in implementing AI in marketing management include data security concerns, inadequate expertise, expensive installation costs, and unequal access to technology between urban and rural areas. Additionally, ethical challenges such as algorithmic bias, liability, and user distrust also restrict the use of AI in marketing operations. According to Vikram (2025), despite enhancing the efficiency and sustainability of marketing practices, AI creates vulnerabilities for organizations in terms of digital exclusion and technology disparities. Also, the integration of AI into marketing processes requires rapid technological adoption and regulation within firms (Kulshrestha et al., 2026). Hence, it is necessary to conduct research on the effects of AI on marketing management to find ways through which organizations can successfully apply AI in marketing management for sustainable growth and improved organizational performance. The aim of this paper is to address this research gap by evaluating the influence of AI on marketing management in India, focusing on sustainable development and business performance.

BACKGROUND OF STUDY

The development of marketing management has always been accompanied by advancements in technology and the gradual shift from product-centric strategies to customer-focused marketing. However, the appearance of artificial intelligence is a revolutionary leap for the field, since marketing strategies and decisions are now based on sophisticated algorithms, predictive analysis, and real-time analytics. In the past, marketing decisions were made using intuition and traditional research techniques. However, with the advent of the digital era, companies face enormous amounts of consumer data, requiring more complex technologies to leverage it. By applying artificial intelligence, marketers can analyze big data quickly, detect hidden trends and insights, and develop efficient marketing strategies and plans. Moreover, the use of AI allows automating repetitive tasks, such as customer service, creating content, and managing campaigns, thus making marketing operations more productive and minimizing potential human mistakes (Huang & Rust, 2021). The situation regarding the adoption of AI for marketing in India is characterized by fast digitalization processes, growing internet penetration rate, and growth of e-commerce operations. In fact, India has become one of the fastest growing economies in terms of digital transformations. It is worth mentioning that there are many people who use the internet not only for surfing the web but also to purchase products and services online. Moreover, there are government projects like Digital India and Startup India that have led to the development of new fintech innovations which made AI even more popular among Indian companies (Dwivedi et al., 2023).

Another issue is the unavailability of specialists who possess knowledge of AI and analytics skills. In addition, the regulatory framework surrounding the application of AI in India continues to be developed, thereby leaving many organizations in uncertainty about the regulatory process involved. The literature review indicates that the implementation of AI in marketing should involve a holistic perspective where technology, ethics, and socioeconomic issues are taken into consideration to promote inclusivity and sustainability (Kshetri, 2022). The context of this research is based on the importance of examining the role of artificial intelligence in marketing management in India with the aim of promoting sustainable growth.

Rationale of Study

In this regard, the use of AI can help close the existing gap through the implementation of approaches that facilitate the optimal allocation of resources and encourage environmentally friendly consumer behavior. Yet, how AI technologies contribute to sustainable marketing activities in a multifaceted environment such as that of India is yet to be researched. Recent research suggests that artificial intelligence can make marketing more efficient and help build sustainable organizations by promoting better operational effectiveness and encouraging ethical customer engagement (Paschen et al., 2020). This means that more attention should be paid to exploring how AI technologies contribute to sustainable business activities and value creation. There are several reasons why the study of the problem is justified. One of them relates to the uniqueness of the Indian market environment that offers many opportunities as well as challenges for effective marketing management. India's diverse economic and social structure, language diversity, and the issue of digital divide require a contextual approach towards designing marketing strategies aimed at addressing various customer requirements. At the moment, there is no empirical research that considers the influence of the interaction between these contextual factors and AI-enabled marketing practices on sustainable development outcomes (Mariani et al., 2023). Hence, there is a need to conduct an analysis of AI and its impact in relation to the specific institutional environment of India. While AI increases the efficiency of marketing activities, it creates issues related to the responsible use of consumer information. In the case of India, in which there are no clearly defined regulations regarding AI implementation and protection from misuse of data,

these problems become especially relevant. As such, organizations will have to tackle these obstacles when implementing AI-powered marketing strategies. In addition, there appears to be a rising demand for a strategy that allows organizations to leverage AI capabilities for sustainable development (Davenport et al., 2020). Thus, this paper addresses these knowledge gaps by conducting an analysis of AI in marketing management.

Objectives of Study

- To examine the role of Artificial Intelligence in transforming marketing management practices in the Indian context
- To evaluate the contribution of Artificial Intelligence towards achieving sustainable growth in marketing
- To identify the key opportunities and challenges associated with the adoption of AI in marketing management in India
- To assess the influence of AI on consumer behavior, personalization, and decision-making processes in digital markets
- To provide the better solutions for organizations to integrate AI in marketing management for sustainable growth in India

REVIEW OF LITERATURE

It has become widely known that AI plays an integral part in marketing management insofar as it allows enhancing organizational efficiency and implementing customer-centered initiatives. The initial theoretical analysis of AI demonstrates that the technology provides firms with an opportunity to manage big volumes of information and, hence, make decisions more effectively. Thanks to machine learning and predictions made with AI algorithms, marketers are able to understand customer behavior better, optimize their campaigns, and personalize interactions. Researchers note that AI-supported marketing initiatives can substantially boost customer engagement and satisfaction by meeting the individual needs and expectations of each user (Lemon & Verhoef, 2016). Moreover, the use of AI technologies helps in creating a map of customer journeys and making sure that brand messaging and other experiences remain consistent at all contact points. Finally, recommendation engines powered by artificial intelligence and chatbots provide marketers with opportunities to create a superior customer experience by providing users with relevant information in real time. The above discussion proves that AI technologies change marketing management practices by promoting relationships rather than transactions.

Use of artificial intelligence tools like demand forecasting and supply chain optimization by organizations helps reduce the risk of producing unnecessary amounts of goods and maintaining excessive inventory levels. AI technologies can be used to create campaigns that encourage responsible consumption and the promotion of eco-friendly products. According to scholarly sources, integrating artificial intelligence into sustainability initiatives positively affects corporate reputation and increases customers' loyalty because of increased awareness regarding environmental problems (Belanche et al., 2020). Furthermore, AI is instrumental in developing circular economy models where resources can be managed more efficiently while reducing waste. AI-powered sustainability marketing provides an opportunity for organizations to create shared value because economic growth can be combined with sustainability concerns. Although using artificial intelligence in sustainable marketing offers many benefits, it also requires a holistic approach.

As far as emerging economies, especially India, are concerned, the existing literature presents various opportunities and obstacles that arise from the implementation of AI technology in marketing management practices. The rapidly developing digital infrastructure in India allows for numerous opportunities for marketing innovations facilitated by the adoption of artificial intelligence. Research shows that AI helps to increase market accessibility, improve the quality of consumer insights, and allows firms to target consumers of different profiles effectively (Sheth, 2021). However, several obstacles can impede the process of implementing artificial intelligence in marketing, such as the development gap and data privacy concerns. Moreover, the issue of an unskilled labor force and regulation gaps can become barriers to the development and adoption of AI. In addition, there are ethical issues concerning AI algorithms and data use in decision-making processes that have been highlighted by recent studies.

DISCUSSION AND ANALYSIS

The use of artificial intelligence (AI) technology in marketing management has had a profound impact on the way that companies operate, especially in emerging economies such as India. Technologies like machine learning, deep learning, and predictive analytics help companies analyze enormous sets of consumer data and derive important insights from their behavior. This has resulted in a shift from an intuitive form of marketing to one that is data-driven and driven by algorithms, which helps in making decisions. AI allows for personalization of the customer experience in real time, where companies can personalize marketing messages, product recommendations, and price recommendations based on customer behavior. This improves customer engagement and conversions, and thus makes organizations more competitive. AI also increases marketing agility because companies can react to changes in the market in a fast-paced manner. There is empirical evidence

to support the idea that the use of AI in marketing improves firm performance because it improves the effectiveness of campaigns and reduces costs of acquiring customers (Jarek & Mazurek, 2019). In the Indian scenario, with consumer heterogeneity, AI-based segmentation and localization techniques hold great significance for catering to diverse market requirements. While AI is augmenting the effectiveness of marketing operations, AI is also transforming the significance of marketing from a strategic perspective within organizations.

As far as sustainability is concerned, the use of AI is vital for ensuring the adoption of marketing practices that facilitate the achievement of sustainability goals. The application of AI facilitates the optimization of advertising budgets as well as minimizes wastage of resources by ensuring accurate demand forecasts. As a result, AI prevents the occurrence of excess production and wastage of inventory resources. With the help of AI, organizations can conduct campaigns in favor of sustainable products and promote sustainable consumption habits. The growing consciousness regarding sustainability among Indian consumers makes AI an important tool in promoting eco-friendly products among consumers. Sustainability in supply chain management is facilitated by efficient logistics operations made possible by AI technology. Studies have revealed the effectiveness of sustainability practices enabled by AI in terms of both operational efficiency and improved business success (Vinuesa et al., 2020). However, it is imperative to note that the technology used in artificial intelligence requires high amounts of processing power, thus making the use of AI systems environmentally friendly and requiring that energy-efficient AI systems be put into use to make marketing through AI sustainable.

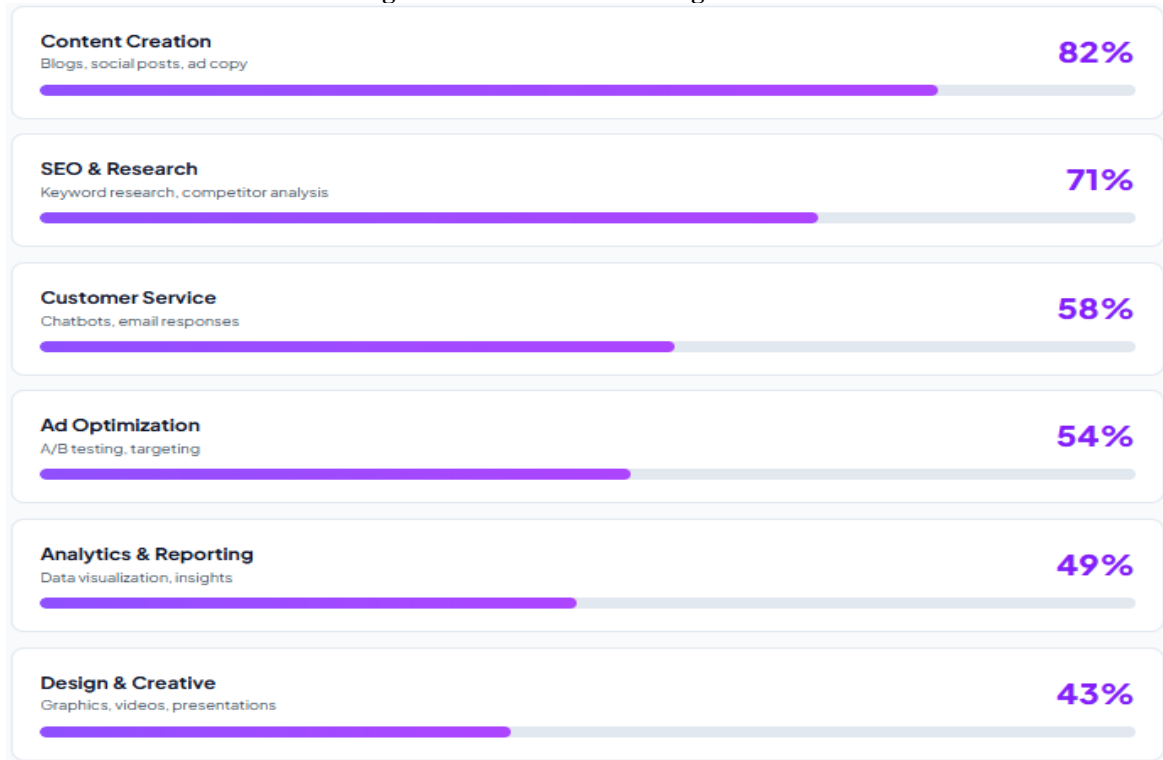
Figure 1: AI Use by Marketers in India

AI Tool	Adoption Rate	Primary Use Case	YoY Growth
ChatGPT	67%	Content generation, customer service	+45% YoY
Google Gemini	52%	Search optimization, data analysis	+89% YoY
Midjourney/DALL-E	41%	Visual content creation	+112% YoY
Claude	38%	Long-form content, research	+156% YoY
Jasper/Copy.ai	34%	Marketing copy, ads	+23% YoY
Canva AI	29%	Design automation	+67% YoY

(Source: Cloud9digital.in; 2025)

The Indian marketing research firm Cloud9 Digital published a comprehensive report on AI adoption in Indian marketing sector for 2026. They surveyed 500+ businesses from 15 cities in India. It is revealed that AI use has increased upto 73%. Additionally, AI-based marketing gives 3.5X higher returns on investments as compared to the traditional marketing. Interestingly, the Voice-Search mechanism was preferred by Hindi and Telugu users reaching to 200% reshaping the growing importance of regional languages. The firms have increased their AI-based marketing budget from 8% to 25% almost three times higher.

Figure 2: AI Use in Marketing Functions



(Source: Cloud9digital.in; 2025)

The above graph shows a performance/capability evaluation dashboard in six different areas that are marked in terms of percentages and a progress bar. The first area where skills are highest is Content Creation with an 82% score, signifying a high level of proficiency in creating blogs, social media posts, and advertisement text. The next area that scores well is SEO & Research with a 71%, indicating decent knowledge on the subject of conducting keyword and competitor research. The mid-level scoring areas include Customer Service at 58% and Ad Optimization at 54%, showing moderate proficiency in responding to emails and chatbots and carrying out A/B testing. Analytics & Reporting scores at 49% and Design & Creative scores at 43%.

Regarding India's scenario, where data protection rules are yet to be established, using data in an ethical manner emerges as a major concern. Similarly, the problem of bias in algorithms and decision making through opaque AI processes can result in discrimination and hence negatively impact consumer trust and the credibility of brand image. Another issue pertains to the shortage of experts who can apply their knowledge of AI and data analytics in driving marketing activities. Finally, the existence of digital divides between urban and rural India is likely to result in certain segments of customers being excluded from availing of AI-powered services. It has been emphasized that for the success of AI application, there is a need for organizational preparedness, regulatory compliance, and proper ethics framework (Rai et al., 2019). As such, despite the enormous potential that AI can offer for marketing management in terms of performance and sustainability, there are many technological and ethical considerations as well as social-economic issues to be considered while implementing AI in marketing practices.

Findings of Study

The research indicates that Artificial Intelligence (AI) has become a key transformative driver in the area of marketing management owing to its capability of promoting data-based decision making and process optimization. Organizations using the latest technology of predictive analysis, machine learning, and automation systems show higher effectiveness in marketing owing to customer segmentation and targeted campaigns.

Using AI technology, marketers gain access to a vast amount of consumer data and, hence, can forecast and plan strategically. Consequently, organizations get opportunities to maximize their marketing spending and optimize ROI. In addition, the results show that personalized solutions provided by means of AI make customers more satisfied and loyal towards the brands.

It can be said that the substantial contribution of AI towards sustainable marketing practices. Resource efficiency is achieved through the use of AI in ensuring minimal wastage through advertising, efficient operations of the supply chain, and accurate forecasts. Apart from cutting on costs incurred in the process, it contributes towards environmental

According to reports, the application of AI in marketing helps in influencing consumer awareness and preference of eco-friendly products in India. Such companies are in a better position to integrate sustainable marketing into their strategy.

•The research also highlights various possibilities linked to the adoption of AI in marketing management within India. This includes better market penetration, better customer insights, and the capacity to serve diverse and ever-changing consumer segments. The use of AI allows companies to deploy localized and inclusive marketing campaigns, which is especially important for a diverse nation like India.

AI-powered technologies like chatbots and voice search are revolutionizing customer engagement and service delivery. Based on the results obtained from the research, it can be concluded that companies using AI have greater flexibility to adapt to fast-paced changes in the market environment, giving them an edge in the digital economy.

There are certain challenges while adopting AI for marketing. First, the issue of data security is crucial since the use of AI requires large amounts of data that may contain personal information. Second, the absence of proper regulations and guidelines can be considered another difficulty, as the technology is rather sensitive and needs to be used responsibly. Third, the problem of a lack of qualified specialists who are capable of working with AI tools cannot be overlooked, especially for SMEs. Finally, the technological gap between cities and rural areas should also be noted.

There is a need for a balanced and strategic approach to the successful implementation of AI in marketing management in order to achieve the desired results. Companies should develop the skills of their employees, use transparent data management practices, and ensure that the adoption of AI supports the company's sustainability goals in order to derive the maximum benefit from it. The research results show that although AI provides tremendous opportunities for improving the company's marketing activities and growing sustainably, its efficient use is impossible without taking an ethical approach and innovating.

CONCLUSION

All the above-discussed points prove that Artificial Intelligence (AI) has emerged as one of the critical drivers that have enabled a transformation in marketing management through an intelligent and data-driven approach. The use of AI techniques like machine learning, predictive analysis, and automation has increased the efficiency and effectiveness of marketing operations. Companies are now using artificial intelligence tools for gaining valuable insights into consumer behavior, personalizing their products and services, and making their marketing operations more efficient and successful. When it comes to the Indian scenario, it becomes clear that the fast-paced development in digital infrastructure and consumer activity on digital platforms has been a catalyst for the adoption of AI in marketing activities. AI is seen as a critical factor for ensuring sustainable development through effective use of resources, minimizing wastage, and promoting responsible consumption behaviors. The application of AI technology in marketing activities helps companies adopt sustainable and socially responsible marketing approaches. Nonetheless, as mentioned above, there are various problems associated with the implementation of AI systems in marketing, such as privacy issues, ethical considerations, differences in technological capabilities, and skills shortage. Solving these issues calls for a strategic and holistic approach to the adoption of AI technologies in marketing management processes.

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