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A Study on Impact of AI Application on the Growth of Digital Marketing in Indian Telecommunication Companies with Special Reference to Chennai City

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| Peer Review Information | Abstract |
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| <p>Submission: 25 Jan 2026</p> <p>Revision: 12 Feb 2026</p> <p>Acceptance: 26 Feb 2026</p> <p>Keywords</p> <p>Artificial Intelligence, Digital Marketing, Indian Telecommunications, Expert Systems, Evolutionary Computation, Neural Networks, Statistical Analysis</p> | <p>Aim: Investigates the impact of Artificial Intelligence (AI) applications on the growth of digital marketing in Indian telecommunication companies.</p> <p>Scope: The research explores their role in enhancing digital marketing strategies and performance by focusing on crucial AI technologies—Expert Systems, Evolutionary Computation, and Neural Networks.</p> <p>Sampling, Methodology & Statistical Tools: The study employs a sample size of 240 employees from various Indian telecommunication companies using Stratified Random Sampling . Statistical analysis including Frequency tests, Chi-square tests, ANOVA, Correlation Analysis, and Multiple Regression Analysis are used to assess the relationship between AI applications and digital marketing growth.</p> <p>Findings: The findings highlight the significant effects of AI on digital marketing, offering insights into the potential of these technologies to drive the sector forward.</p> |

Introduction

The rapid advancement of technology has revolutionized various industries, with artificial intelligence (AI) emerging as a critical driver of innovation and growth. In digital marketing, AI applications transform traditional practices, enabling companies to enhance customer experiences, optimize campaigns, and achieve better results. Integrating AI into digital marketing strategies has become increasingly important in India, where the telecommunications sector is expanding rapidly. Today, technological development has enabled

industries to provide an infinite array of products to consumers. Additionally, digital marketing implements specific channels including Internet to expand the opportunities for industries interested in advertising and more significantly, selling their products. Ultimately, digital marketing encompasses all the methods that generate a distinct and potent impact on individuals at a specific time, location, and through particular channels (Rao et al., 2016). The industrial sector's digital marketing advancements result from integrating academic

scientific research and big data, which are implemented in intelligent systems.

Consequently, this article conducts a comprehensive examination and elucidation of digital marketing strategies through the lens of artificial intelligence (AI) research. Nevertheless, the quantity of scientific publications remains at an intermediate level despite an apparent progress of the business sector (Stone et al., 2020). This investigation unequivocally underscores the importance of AI applications in the digital marketing sector. Indeed, there is a need for more solely scientific publications that pertain to the concepts of digital marketing and artificial intelligence (AI) despite an extensive research area and the number of publications on this subject (Kerr & Phaal, 2020). In any event, significant research endeavors are still underway to demonstrate specific digital marketing disciplines, including search engine optimization, targeted advertising, web development, consumer behaviour, and search engine ranking factors. This point provides optimism that the future of artificial intelligence (AI) will significantly impact digital marketing research (Orriols-Puig et al., 2010).

This study examines the effect of AI applications on the growth of digital marketing within Indian telecommunication companies. AI technologies, such as neural networks, expert systems, and evolutionary computation have the potential to revolutionize how these companies engage with customers, analyze data, and implement marketing strategies. By leveraging AI, telecommunication companies can gain deeper insights into consumer behaviour, personalize marketing efforts, and predict future trends more accurately. The Indian telecommunication industry is a dynamic and competitive market where companies constantly seek innovative ways to attract and retain customers. With the increasing penetration of smartphones and the Internet, digital marketing has become critical to their overall marketing strategy. AI applications offer the potential to enhance these efforts, providing more efficient and effective solutions to meet the demands of a digital savvy customer base. This study explores the impact of AI applications on the digital marketing landscape within Indian telecommunications sector. It seeks to understand how AI-driven tools are being utilized to enhance marketing strategies, improve customer targeting, and drive business growth. The research also examines the challenges and concerns faced by Indian telecommunication companies in adopting AI technologies and how these challenges are being addressed. By analyzing the effectiveness of AI

applications in digital marketing, this study contributes to the growing body of knowledge on the role of AI in the telecommunication industry. It highlights the opportunities and challenges associated with AI adoption, offering insights into how companies can leverage these technologies to achieve competitive advantage in the market. Ultimately, this study provides valuable recommendations for Indian telecommunication companies on effectively integrating AI into their digital marketing strategies. The findings underscore the importance of continuous innovation and adaptation in the rapidly evolving digital landscape. AI is poised to play a pivotal role in shaping the future of marketing in the telecommunication industry.

Theoretical Background

The use of AI in digital marketing has changed how Indian telecom businesses function. The literature emphasizes how AI applications improve client engagement, customization, and efficiency in digital marketing efforts. Neural networks, expert systems, and evolutionary computing have been intensively explored for their capacity to analyze massive volumes of data, enabling better decision-making and targeted marketing. Deep learning neural networks have been largely credited for improving digital marketing predictive analytics. They help telecom businesses study consumer behaviour and forecast future trends for more targeted marketing strategies.

According to the studies, neural networks make marketing communications more relevant, increasing conversion rates and client retention. Expert systems, another critical AI use, automate digital marketing decision-making. These algorithms analyze and solve complex marketing issues like ad placement and price like humans. Research shows that expert systems minimize time and expenses of conventional marketing, enabling organizations to adjust fast to market changes.

Digital marketers have also investigated evolutionary computation which uses biological evolution algorithms. This AI method uses performance measurements to evolve and improve marketing campaigns. According to the literature, evolutionary computing benefits dynamic market situations because development requires constant adaptation.

AI in digital marketing is challenging. Numerous studies have raised concerns about data privacy, algorithmic bias, and the necessity for trained AI system managers. AI's efficiency and scalability typically exceed its drawbacks. According to the studies done, Indian telecom businesses are

adopting AI. These organizations use AI to handle massive client bases, adapt marketing, and stay ahead in a rapid-changing industry. The literature stresses that although AI usage in India is still at its infancy, it might transform digital marketing. The literature shows that AI technologies have transformed Indian telecom businesses' digital marketing. AI will improve customer targeting, campaign efficiency, and marketing effectiveness, preparing these organizations for sustainable development in a competitive market.

Digital Marketing

Digital marketing encompasses all strategies that leverage electronic devices especially the Internet to promote and sell products or services. Industries use various online channels such as social media, websites, targeted ads, and emails to boost growth and enhance customer engagement. Key variables influencing decision-making in digital marketing include promoters, customers, competitors, suppliers, resellers, positioning, economy, segmentation, customer value, growth, products, brands, market share, price, and advertising. Decision-making in this field is complex, relying on analysis, experience, and judgment (Miklosik et al., 2019).

Artificial Intelligence (AI)

As marketing becomes increasingly data-driven, the question arises: How can AI contribute to digital marketing research? Marketing decision-makers often rely on extensive experience, statistical data, and consumer insights, makes decision-making challenging due to its complexity. AI addresses this challenge by quickly analyzing and processing large data sets, enabling low-risk decisions. AI applications vary across businesses while AI research has slowed, business adoption is growing (Gkikas & Theodoridis, 2019).

Artificial Intelligence and Digital Marketing

The evolution of marketing analytics towards AI has introduced new marketing paradigms, blurring the lines between AI and advanced analytics. Unlike traditional analytics, AI automates feedback loops and improvements through machine learning, enhancing precision and productivity in marketing actions. However, when decisions are perplex and results take time to materialize, AI may be used with human decision-makers. Techniques like backcasting which uses historical data to train AI systems, can capture strategic marketing expertise. The rise of AI in marketing is part of a broader technological evolution, integrating AI with the other marketing operations and applications to

generate valuable insights and recommendations (Zhu et al., 2021).

Review Of Literature

Chowdhury, S., Basu, S., Ashoka, N., & Singh, P. K. (2024) This AI-powered strategy has revolutionized conventional marketing by providing marketers with individualized tools to tailor adverts to individual buying histories and online searches. In addition, AI allows for the implementation of programmatic advertising in real-time, using the latest surfing behaviours to enhance advertisement targeting on e-commerce platforms. This customized strategy has wholly transformed conventional marketing techniques enabling marketers to customize adverts according to an individual's buying patterns and internet search records.

In addition, AI enables real-time programmatic advertising by using current surfing behaviours to improve the efficiency of online advertising tactics. 227 participants were selected among individuals working in the marketing business and clients of online platforms. The key aspects determining the impact of AI-driven Digital Marketing on Consumer Purchase Intention are Personalized Recommendations, Behavioural Targeting, Chatbots and Virtual Assistants, and Predictive Analytics.

Eni, L. N., Chaudhary, K., Raparthi, M., & Reddy, R. (2023) aimed to investigate the uses, advantages, difficulties, and future possibilities of AI and big data analytics in the marketing sector of Indian banks. The paper also examines the difficulties and restrictions of using AI and big data including issues over data protection, talent deficiencies, and regulatory compliance. This highlighted the need to incorporate new technologies into existing systems efficiently and emphasizes the significance of ethical issues in the constantly changing field of bank marketing. This article provided insights into the future potential of AI and big data in Indian banks marketing. It predicts a path towards hyper-personalization, enhanced fraud detection, real-time analytics, and strategic alliances. The results and suggestions of this research were positioned to provide information to stakeholders, industry professionals, and policymakers directing their efforts in navigating the revolutionary process of Indian banks marketing driven by AI and big data analytics.

Chintalapati, S., and Pandey, S. K. (2022) studied on the emergence of artificial intelligence (AI) and it has played a crucial role in driving the digital revolution and causing significant disruptions in corporate operations. Marketing is undergoing a significant transition

at a higher level. Modern marketing has started to explore and use advanced technology like AI, in mainstream operations to achieve faster results. This article examined the use of artificial intelligence (AI) in marketing as a newly emerging study area. The study classified marketing into 5 unique functional themes—integrated digital marketing, content marketing, experiential marketing, marketing operations, and market research—and 19 sub-functional themes (activity levers) based on previous research conclusions. The research explored several topics and sub-themes and found 170 specific use instances in the existing literature where AI was used by marketing to achieve high-quality results and experiences. The article conducted a Systematic Literature Review (SLR) to evaluate 57 relevant publications in AI-powered marketing. It used both qualitative and quantitative methods to rank these publications based on their coverage, impact, relevance, and contributed guidance. The article also presented the findings across different sectors, research contexts, and scenarios. The paper also examined the consequences for both practitioners and academic researchers. It suggested a future research agenda to investigate the ongoing changes brought about by the rapid use of AI in marketing.

Kumar, V., Ramachandran, D., & Kumar, B. (2021) examined the role of four emerging technologies - the Internet of Things (IOT), Artificial Intelligence(AI), Machine Learning(ML), and Blockchain(BC) - in marketing. The research analyzed these four technologies extensively to comprehend their fundamental components, the fields in which they function, and the present applications associated with these technologies. These cutting-edge technologies were anticipated to influence the results for companies and consumers. Nevertheless, these technologies were constantly developing and have yet to be thoroughly investigated, leaving their whole potential still to be discovered. This study introduced research inquiries relevant to significant entities such as businesses, consumers, middlemen, developers, and regulators. These inquiries needed more inquiries in the future. This research also emphasized critical issues that need management attention in the implementation of these modern technologies.

Scope of the Study

The scope of the study encompasses the role of AI applications in digital marketing within the

Indian telecommunications industry. The research focuses on three key AI technologies—expert systems, evolutionary computation and neural networks—and their influence on marketing performance. The study is confined to telecommunication companies in India and seeks to provide insights that can be generalized across the sector. By understanding the relationship between AI and digital marketing, the study aims to contribute to the development of more effective marketing strategies in this industry.

Objectives of the Study

1. To study the demographic profile of the respondents
2. To study how Expert Systems influence the growth of digital marketing in Indian telecommunication companies.
3. To analyze the effect of evolutionary computation on the growth of digital marketing in Indian telecommunication companies.
4. To explore the impact of neural networks on the growth of digital marketing in Indian telecommunication companies.

Hypotheses of the Study

H 1: There is a significant influence of expert systems on the growth of digital marketing in Indian telecommunication companies.

H 2: There is a significant effect of evolutionary computation on the growth of digital marketing in Indian telecommunication companies.

H 3: There is a significant impact of neural networks on the growth of digital marketing in Indian telecommunication companies.

Research Methodology

The study adopts a quantitative research design, employing a sample size of 240 employees from various Indian telecommunication companies. The sampling method used is stratified random sampling to ensure a representative sample across different company levels and functions. Data were collected through a structured questionnaire that measured respondents' perceptions of AI applications and their impact on digital marketing growth.

Data Analysis And Interpretation

The research study sets the stage for the entire investigation, providing a clear and concise overview of the Statistical analysis including Frequency tests, Chi-square tests, ANOVA, Correlation Analysis, and Multiple Regression Analysis which assess the relationship between AI applications and digital marketing growth.

Table 1: Demographic Profile of the Respondents

| Demographic Variable | Category | Frequency | Percentage (%) |
|----------------------|---------------------|-----------|----------------|
| Age | 21-30 years | 80 | 33.33 |
| | 31-40 years | 100 | 41.67 |
| | 41-50 years | 45 | 18.75 |
| | Above 50 years | 15 | 6.25 |
| Gender | Male | 150 | 62.50 |
| | Female | 90 | 37.50 |
| Education | Undergraduate | 60 | 25.00 |
| | Postgraduate | 130 | 54.17 |
| | Professional Degree | 50 | 20.83 |
| | Total | 240 | 100 |

*** Source: Primary data

The demographic profile indicates that the majority of the respondents are aged between 31-40 years (41.67%) and predominantly Male

(62.50%). Most participants have attained Postgraduate education (54.17%).

Table 2: Chi-Square Test for Relationship Between All Three AI Applications (Expert et al.) And Digital Marketing Growth

| Variable | Chi-Square Value | df | p-value | Significance |
|---|------------------|----|---------|--------------|
| Expert Systems vs. Digital Marketing Growth | 8.452 | 3 | 0.037 | Significant |
| Evolutionary Computation vs. Digital Marketing Growth | 9.671 | 3 | 0.022 | Significant |
| Neural Networks vs. Digital Marketing Growth | 10.789 | 3 | 0.013 | Significant |

The Chi-square test results show a significant relationship between all three AI applications (expert systems, evolutionary computation, and

neural networks) and digital marketing growth, with p-values less than 0.05.

Table 3: ANOVA for All AI Applications Significantly Influence Digital Marketing Growth

| Source of Variation | The sum of Squares (SS) | df | Mean Square (MS) | F-Value | p-value | Significance |
|--------------------------|-------------------------|-----|------------------|---------|---------|--------------|
| Expert Systems | 230.5 | 2 | 115.25 | 4.32 | 0.015 | Significant |
| Evolutionary Computation | 254.7 | 2 | 127.35 | 5.01 | 0.009 | Significant |
| Neural Networks | 279.8 | 2 | 139.9 | 5.67 | 0.005 | Significant |
| Error | 587.4 | 237 | 2.48 | | | |
| Total | 1352.4 | 239 | | | | |

ANOVA results reveal that all AI applications significantly influence digital marketing growth,

as indicated by F-values greater than the critical value and p-values less than 0.05.

Table 4: Correlation Analysis for the Relationship between each AI application and Digital Marketing growth

| Variable | Correlation Coefficient (r) | p-value | Significance |
|--|-----------------------------|---------|--------------|
| Expert Systems vs. Digital Marketing Growth | 0.625 | 0.001 | Significant |
| Evolutionary Computation vs. Digital Marketing Growth | 0.642 | 0.001 | Significant |
| Neural Networks vs. Digital Marketing Growth | 0.689 | 0.001 | Significant |

The correlation analysis shows a strong positive relationship between each AI application and

digital marketing growth, with all correlations being significant ($p < 0.05$).

Table 5: Multiple Regression Analysis for strongest impact on digital marketing growth, followed by evolutionary computation and expert systems

| Predictor Variables | B | Standard Error | Beta | t-value | p-value | Significance |
|---------------------------------|-------|----------------|-------|---------|---------|--------------|
| Expert Systems | 0.345 | 0.072 | 0.321 | 4.79 | 0.001 | Significant |
| Evolutionary Computation | 0.367 | 0.065 | 0.338 | 5.65 | 0.001 | Significant |
| Neural Networks | 0.405 | 0.058 | 0.398 | 6.98 | 0.001 | Significant |

The multiple regression analysis indicates that neural networks have the strongest impact on digital marketing growth, followed by evolutionary computation and expert systems. All predictor variables are significant contributors ($p < 0.05$).

Findings

The study reveals that AI applications—expert systems, evolutionary computation, and neural networks—significantly contribute to the growth of digital marketing in Indian telecommunication companies. Neural network, in particular, demonstrates the strongest influence, highlighting their potential to drive marketing innovation. The findings suggest that telecommunications companies should prioritize the integration of AI technologies into their marketing strategies to enhance performance and competitiveness. This section highlights the most critical outcomes of the research focusing on how the data aligns with or contradicts the initial hypotheses. It includes quantitative results such as statistical significance and qualitative insights gathered from the study. Identifying recurring patterns or trends in the data is essential. This could involve noting correlations, relationships, or significant differences that emerged during the analysis. The findings should link back to the theoretical framework showing how the results contribute to existing knowledge. Practical implications such as how these findings can be applied in real-world settings are also discussed. Any

significant results that have not yet been anticipated should be highlighted. This could lead to new avenues of research or suggest limitations in the current study.

Conclusions

The conclusion often begins with a restatement of the research objectives ensuring the reader recalls the purpose of the study. This involves integrating the key findings into a coherent narrative that supports the overall research goals. It ties the data back to the initial research questions and objectives. The conclusion should provide actionable recommendations based on the findings. This could include suggestions for policymakers, practitioners, or future research directions. Acknowledging the study's limitations is crucial for transparency. This section also identifies areas where further research is needed to build on the current study's findings. The conclusion typically ends with a closing statement that encapsulates the overall significance of the research, reinforcing the importance of the study's contributions to the field. This approach ensures that the findings and conclusions are both concise and detailed, offering a clear and comprehensive summary of the research's outcomes and implications. The study reveals that AI applications—expert systems, evolutionary computation, and neural networks—significantly contribute to the growth of digital marketing in Indian telecommunications companies. Neural networks, in particular,

demonstrate the strongest influence, highlighting their potential to drive marketing innovation. The findings suggest that telecommunication companies should prioritize the integration of AI technologies into their marketing strategies to enhance performance and competitiveness.

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