

Original Article

Analysing Consumer Choice Between Different Mediums of Marketing

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Abstract - Over the years, marketing conventions have frequently been changing. This change has resulted in different forms of marketing working more efficiently for certain tasks than others. Using AI or Influencers to market a brand's product has shown exponential growth by firms in the past 5 years. The present study analyses the consumer's preference towards different marketing mediums. Previous research shows brands shifting from conventional methods of marketing, such as through media forms, to innovative and efficient means of marketing, such as through the use of AI. In addition, marketers are now specifically being advised to integrate AI into their methods (Davenport, 2021). With such a rapid change in marketing trends, consumer preferences must be analyzed simultaneously. In this paper, a survey was carried out analyzing consumer preferences from 72 respondents with various questions. The data generated was used in the form of graphs and discussions. Even with the rising change in marketing trends, consumers tended towards conventional marketing methods, Possibly due to familiarity and comfort. This signifies that new marketing methods may not be as advanced and fine-tuned as needed. For instance, AI lacks emotional connection (el Kaliouby, 2020). Furthermore, in time with more R&D and fine-tuning, new marketing trends can become the standard.

Keywords - Marketing, Artificial Intelligence, Influencers, Mainstream media, Future of Ads, AI marketing, Influencer marketing, Media marketing.

1. Introduction

With global advertising spending estimated to approach 4.7 trillion USD by the year 2025 (Hoffman, 2022), optimization of marketing methods is crucial to ensure efficient spending amongst corporations globally. Over the past 5 years, a rapid shift in conventional marketing methods has occurred, moving from old-school newspaper articles to television-based visual ads and now approaching the advancements of developing ads using artificial intelligence and influencers to create new mainstream methods of efficient advertising. This vast shift in conventional marketing methods occurred due to the heavy impact of technological change through newly available software and the addition of computer intelligence in the form of artificial intelligence. Assisting this change in technology is a change in demographic and target audiences (Vedantu, 2023). With time, leading data consumers are expected to transition into younger average ages, thus forcing changes in marketing approaches. In this paper, we aim to study, analyze and corroborate collected data on three marketing methods: Artificial Intelligence, Marketing through Influencers and Media based marketing. To evaluate these methods, we will look at their uses and examples. Artificial Intelligence as a marketing method refers to the usage of AI tools in marketing goods and services, including data models, algorithms and even machine learning applications. These tools are extremely intelligent and allow for extremely precise personalization

(Lin, 2022) in the marketing world, thus creating a seamless experience for the consumer. For example, we can expect chatbots, recommendation engines and even personalized adverts from artificial intelligence. In real life, we can look at Google Ads; Google has implemented machine learning to make a client extremely personalized. Moving on, Influencer marketing refers to marketing through external parties, specifically; social media influencers. Influencer-based marketing involves collaboration between a social media creator and a company to promote a product or service. Influencer marketing allows for effective exposure; for example, brands like Adidas have a plethora of brand ambassadors that support their brand image. In continuation, Media Based marketing is a conventional form of marketing (India, 2022) that involves the marketing of a firm through standard media channels such as radio, television and even youtube. These type of ads are usually in the format of a campaign or a short skit that aim to create interest in their product or service over a large demographic. Media-based marketing is the most conventional; however, as mentioned earlier, conventions are shifting.

In a real-life context, we can look at the Superbowl - the biggest American Football event - and the huge demand for advertisement slots. The allocated 30-second advertisement slots in the Superbowl can cost a staggering \$7 Million USD (Lick, 2023), so we can infer that the



demand and effectiveness of these ads are still prevalent. In turn, we will conclude on the most optimal marketing methods for pinpointed firm objectives and budgets. Artificial intelligence as a form of marketing is said to generate higher-quality ads and deliver better customer experiences through speed and automation (Özkardes, 2022). Looking at Media based marketing, firms are claimed to be able to hyper-target the ideal demographic and client through custom ad placement choices (Danise & Durante, 2021). Finally approaching the utilization of influencers as a form of marketing, firms can dodge simple ad blockers allowing for a certain increase in reach (Conrad, 2022). In addition, large firms can attract new clientele, and small firms can scale their business through the visibility provided by influencer-based marketing (Engaio Digital, 2022).

2. Methodology

2.1. Research Design

We collected raw data through a 72-respondent questionnaire split between different demographics to reach the final objective.

2.2. Consent and Ethical Issues

Informed consent was taken from the concerned respondents for data collection. To maintain the privacy and confidentiality of the respondents, Data will not be disclosed to any third party. Names and pictures as respondents' identifiers will not be disclosed in the article and were not disclosed while conducting the survey. In addition, all ethical guidelines and laws were followed.

2.3. Sample Demography

Criteria for selecting sample subjects evaluated age and binary genders. Respondents from 6 age brackets: 14-

20, 21-30, 31-40, 41-50, 51-60 and 61+ were chosen. The survey consisted of 13 questions answered by a sample size of 72 respondents, 28 female and 44 male. The survey was sent over different channels such as WhatsApp, Gmail and School forums.

2.4. Tools Used

The study utilized various tools for data collection, interpretation and formation. This included G-suite tools such as Google Forms, Google Docs, and Google Sheets. In addition, external links are cited appropriately. Our survey included multiple choice questions where a respondent was prompted to choose between the most attractive choice. This was over various question types, such as ranking questions and Likert scale prompts.

2.5. Data Collection Procedure

This study aims to analyze three mainstream marketing methods in the 21st century critically. We will be looking at several criteria, such as; efficiency in different tasks, cost efficiency, ability to create exponential growth, popularity amongst different demographics and several others.

We followed a data collection procedure to eliminate any bias. Thus, all answer choices were randomized out of their respective category. In addition, there is no utilization of a nudge or prompt anywhere throughout the survey to create no bias in raw data.

Collected raw data was formed into graphs where a trend is studied with anomalies and outlier data sets in mind. The questionnaire was designed using standard G-suite forms and thus was purely virtual.

3. Results and Discussion

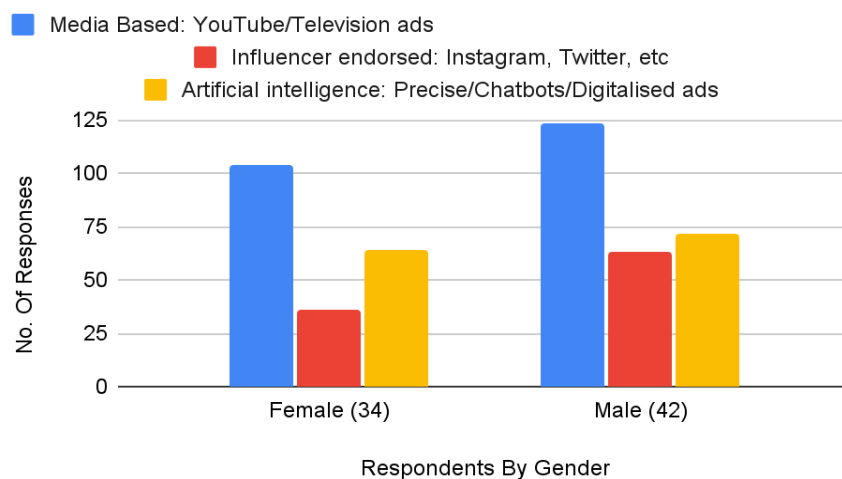


Fig. 1 Graphical Representation of Marketing Preference for Utility in Gender (N= 76)

As seen in Figure 1, looking at utility good preferences within Genders, it is observed that both Female (34 respondents) and Male demographics prefer to buy goods for utility from media-based marketing such as

Youtube or Television Ads. We can also observe that both genders follow similar trends, with Influencer marketing being the least preferred and Media based sitting on the opposite end of the spectrum. Artificial Intelligence forms

sit in the middle; however, the difference between Influencer Marketing and Artificial Intelligence is visibly greater within the demographic compared to the minute difference in the male demographic. This could possibly be

due to Gaming Laptops in the utility category, skewing Influencer Marketing data to be higher as 60% of gamers are male (Clement, 2022).

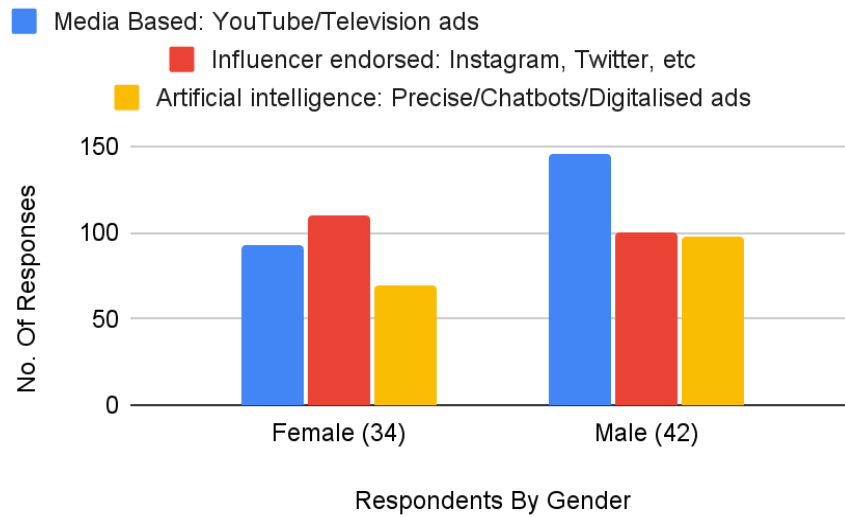


Fig. 2 Graphical Representation of Marketing Preference for Personal Use in Gender (N= 76)

Figure 2 depicts the preferences between female and male genders for the Personal Use category of products. Looking at the female responses, it is visible that Influencer marketing is the most preferred for personal use products, whereas, in the male demographic, Media based marketing is the most preferred for Personal use.

According to Forbes, 62% of Women follow beauty influencers and take feedback before purchasing a product (Forbes, 2019) which could explain why the female demographic shows more preference towards influencer-endorsed marketing.

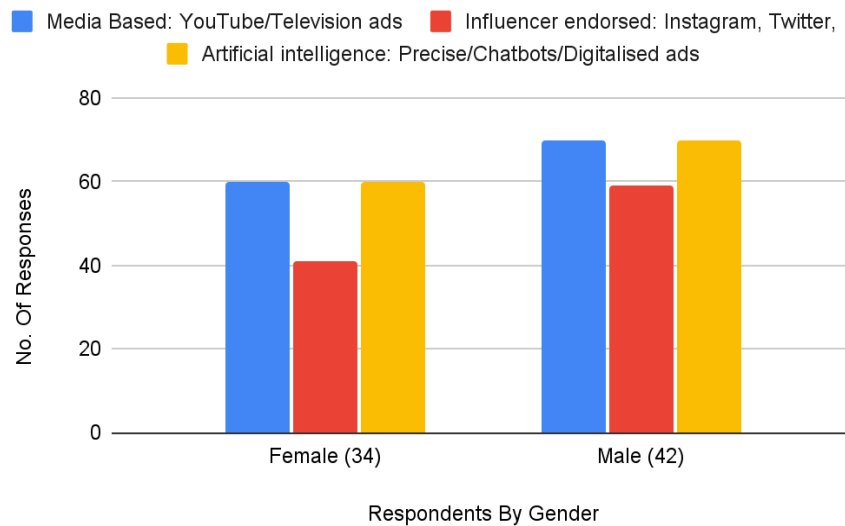


Fig. 3 Graphical Representation of Marketing Preference for Finance in Gender (N= 76)

Looking at Figure 3, It is seen that both genders reflect similar outcomes in preference when it comes to financial products such as mutual funds, stock options, etc. Both show media-based and artificial intelligence marketing as the most preferred form of marketing. This outcome was expected and is agreeable as influencers may not hold the power to convince individuals to purchase

finance-categorized goods. This may also be the case as consumers, when spending great sums of money, prefer to listen to someone of greater stature than them and a smart computer, in the form of artificial intelligence, may seem trustworthy. However, since Media based ads have been used to promote such products and services for many years in the past, consumers are more easily able to relate.

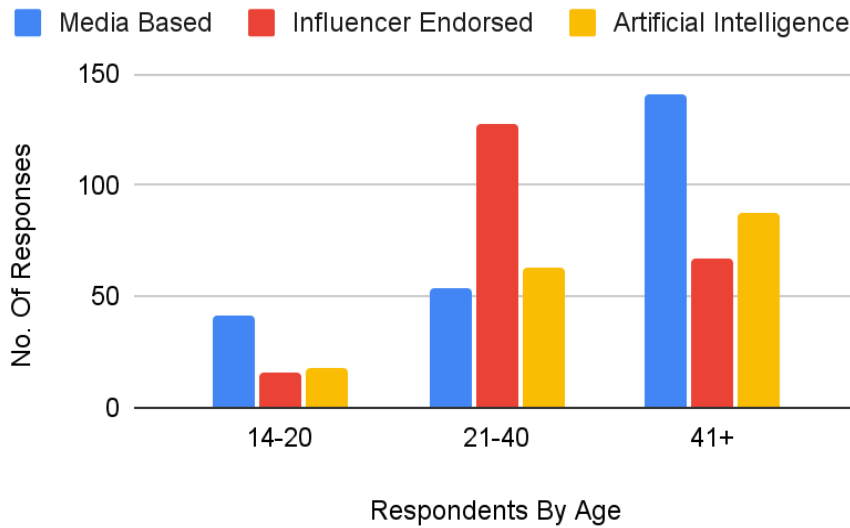


Fig. 4 Graphical Representation of Marketing Preference for Personal Use in Age (N= 76)

Firstly, within the 14-20 age bracket, media-based ads appear on top for consumer preference, which was not the predicted outcome. It was assumed that influencers would be the most preferred within this bracket; however, influencers are the least preferred. Looking at 21-40, as expected, influencers are the most preferred. This is the case as most people of this age spend a great deal of time

on social media and thus have developed a sense of trust in these influencers. Moving forward, the 41+ category shows that Media Based marketing is the most preferred, which makes sense because, for a long time, Media was the most optimal method of promotion. So this age bracket trusts this method the most.

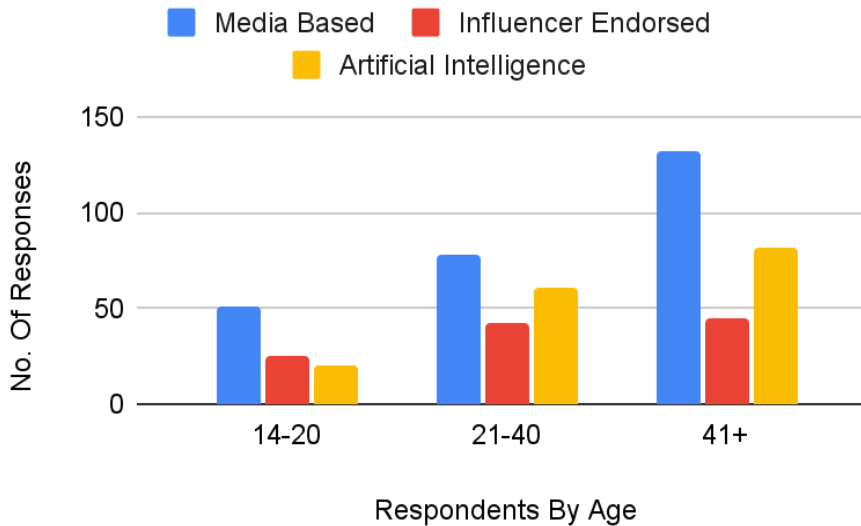


Fig. 5 Graphical Representation of Marketing Preference for Utility in Age (N= 76)

Observing the preference for utility products amongst different age brackets, we can infer that in the 14-20 category Media-Based marketing is preferred, possibly due to utility products being associated with infomercials. The 21-40 demographic highlights the same trend, with

artificial intelligence following instead of influencer marketing. 41+ shows the same trend as the 21-40 age bracket. As mentioned earlier, all brackets deem Media-Based marketing to be the most effective or preferred, possibly due to the relation to infomercials.

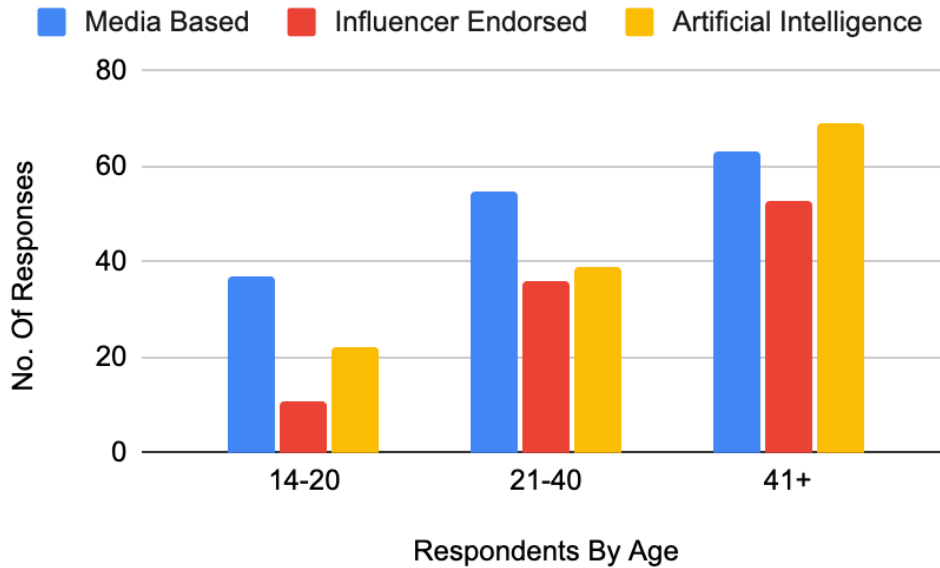


Fig. 6 Graphical Representation of Marketing preference for finance in the age (N= 76)

The following shows the marketing preference for financial products sorted by age. Between ages 14-20, Media based marketing is most chosen. The 21-40 age bracket similarly shows Media Based marketing to be most chosen. In contrast, 41+ shows Artificial Intelligence as the most picked answer choice. The data for the 14-20 and

21-40 age brackets are matched to what was hypothesized, as we know that financial adverts are most often projected onto many forms of media. The 41+ bracket could possibly show an example of a limitation with the size of the data set.

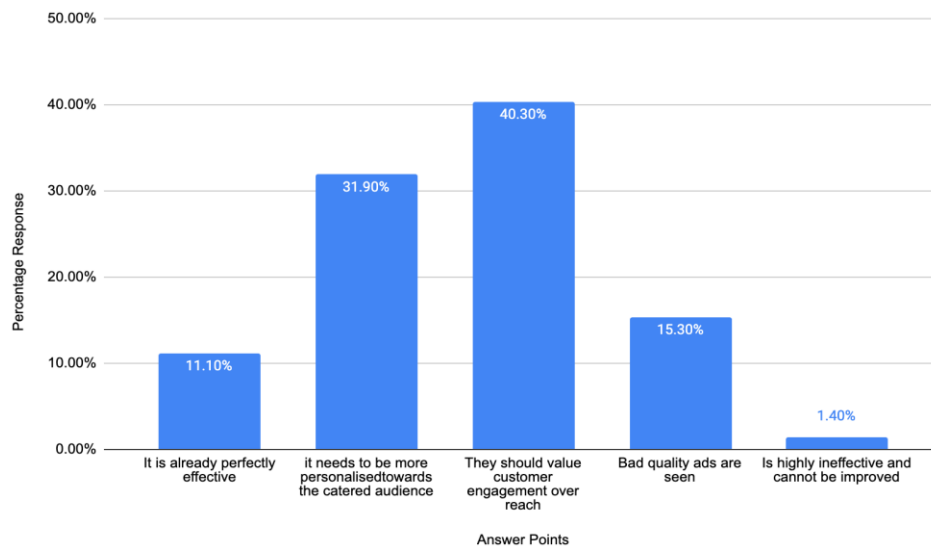


Fig. 7 Graphical representation of the drawbacks selected against artificial intelligence-based marketing

This question aims to assess the main drawbacks of artificial intelligence being used as a form of marketing. The questions present the respondent with a range of issues within different forms of marketing and an option that allows the respondent to deem artificial intelligence perfectly effective. With 72 responses, the majority or 40.3%, agree that artificial intelligence as a form of marketing needs to value customer engagement over reach. This signifies that artificial intelligence lacks to make a connection with the consumer. Furthermore, this could

also be due to a lack of human presence, thus leading to a lack of trust between the consumer and supplier of the concerned product or service. This response was expected to be the most frequently picked option due to the established issue of artificial intelligence lacking to create an emotional connection with the consumer (Brookhouse & Piorno, n.d.), thus causing engagement issues. 31.9% of respondents believe AI needs to be more personalized towards the concerned audience. This was an unexpected runner-up, as AI often suggests products based on search

history and computer cache. Considering that AI specializes in personalization, the respondents could have been skewed by the lack of connection within AI.

Furthermore, 15.35% of respondents believe that bad-quality ads are seen created by AI. This could be a subjective issue due to unsatisfactory past experiences.

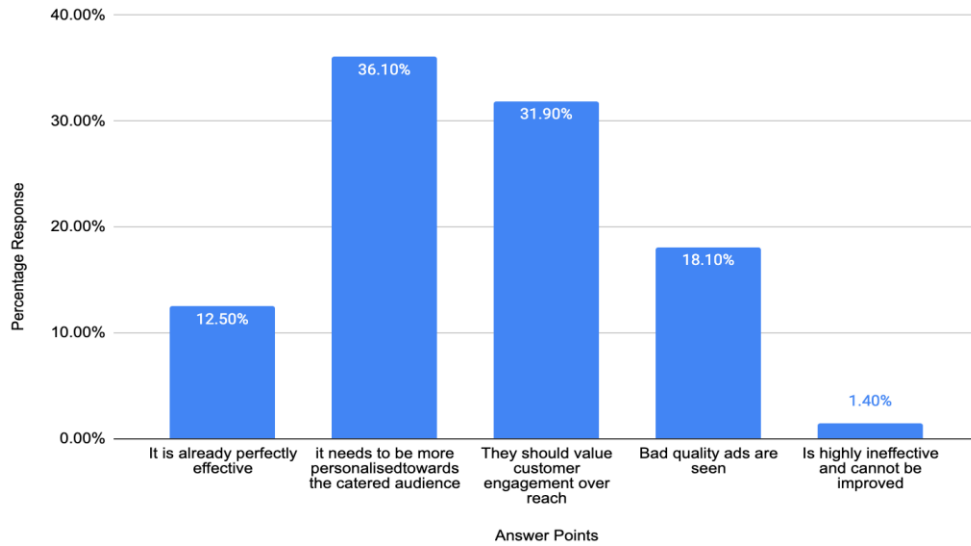


Fig. 8 Graphical representation of the drawbacks selected against media-based marketing

The following graph shows results to a question that aimed to analyze the main drawbacks of Media-based marketing. Out of the 5 answer points, 72 respondents chose where Media-Based marketing lacks as a form of marketing. Looking at the results, the majority or 36.10% of respondents, believe that Media Based marketing needs to be more personalized towards the focused audience. To evaluate this claim, to be more personalized, brands can project certain ads onto certain channels that focus on a specific topic. For example, a company advertising sports attire would purely project ads onto sports channels on mainstream media; this, in turn, would result in a more efficient output for the firm. In continuation, 31.90% of the respondents believe that Media Based marketing should

focus on customer engagement more than customer reach. This would emphasize ads' quality and effectiveness in persuading a consumer.

Moreover, this would also signal that Media Based ads are not being effectively placed, thus, adding to the claim that Media Based ads lack personalization. Furthermore, we can also observe that 18.10% of respondents believe that bad-quality ads are seen. This claim is subjective however can also signify that they are not personalized enough, adding to the first claim. The remainder of the respondents believed that Media Based ads were perfectly effective, with one respondent considering them highly ineffective.

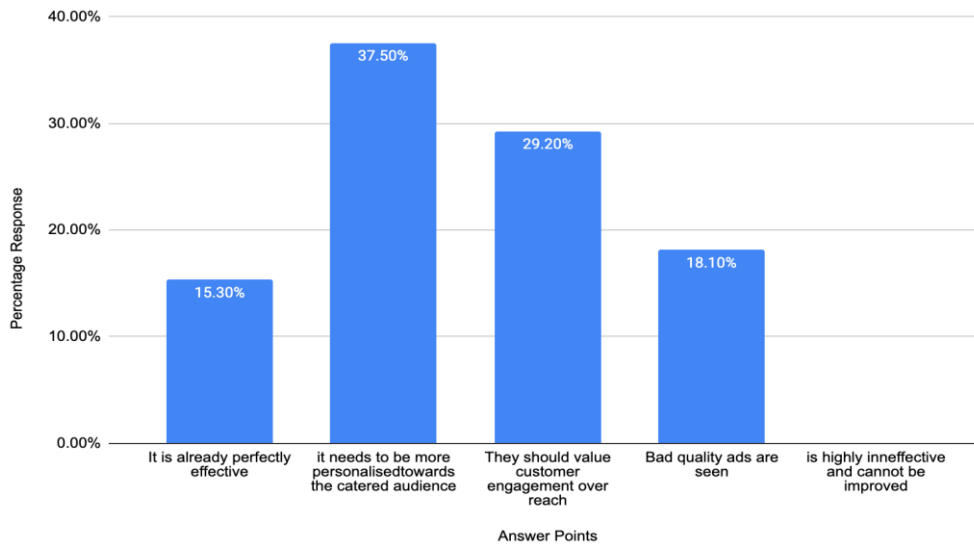


Fig. 9 Graphical representation of the drawbacks selected against influencer-based marketing

The following graph shows results to a question that aimed to analyze the main drawbacks of Influencer marketing. Out of the 5 answer points, 72 respondents chose where Media-Based marketing lacks as a form of marketing. Influencer marketing is known to be proficient in establishing trust in a consumer's eyes, which is why the results were surprising and did not match the initial hypothesis. Moreover, 37.5% of the respondents believed influencer marketing was not personalized enough. We did not hypothesize this answer point to be the most picked answer as influencers are known to create a relationship with the consumer creating more demand for a product.

29.2% of respondents regarded influencer marketing as a medium that has to focus more on engagement over reach. To evaluate a common problem with influencer marketing is that it is hard to evaluate the efficiency of the engagement, which is why it may be a limitation of the medium. Thus, firms may have to focus on the reach to achieve benefits. 18.1% of respondents could be categorized as those that faced bad experiences with influencer marketing or those that are used to more conventional forms of marketing, such as Media-based. Lastly, 15.3% of the respondents believed that it is perfectly effective as it is.

This table highlights the preferred form of marketing for each product type in the following demographics; Male, Female. Ages 14-20, 21-40 and 40+.

Table 1. Depicting the most preferred forms of marketing for each demographic type

Type:	Male	Female	14-20	21-40	40+
Personal Use products	MB	IM	MB	IM	MB
Utility Products	MB	MB	MB	MB	MB
Financial services	MB/AI	AI	MB	MB	AI

Key: Influencer Marketing - IM; Artificial Intelligence based marketing - AI; Media Based Marketing - MB

This table compiles the study's results into a preference table according to the demographic. The male demographic, on average, prefers Media-based marketing for all types of products and services. Females, however, show preference towards all three mediums with different products. Looking at age, we can observe that the 14-20 age bracket prefers Media-based as a marketing approach and 21-40 a mix of Influencer and Media-based marketing. Older consumers prefer Media-based and Artificial Intelligence as a form of marketing which was not hypothesized. These results imply the power of familiarity within consumer choice since marketing through forms of mainstream media is extremely common - consumers choose to stay loyal to advertising they are comfortable and amicable with.

4. Influencer Marketing

Due to the trust that influencers place in their followers, influencer marketing can be more effective and efficient in promoting a brand. As a result, influencer marketing generates higher engagement for a business than self-brand advertisements. The skills, standing, and reach of a particular influencer determine how effective influencer marketing is, which is why the survey conducted above on influencer marketing showed signs of anomaly responses. As mentioned in the survey analysis above, the effectiveness of Influencer Marketing can be hard to measure quantitatively. However, we can use the quantity of likes an influencer receives on posts, tweets, or stories to indicate effectiveness.

According to data from the article (Thomas, 2020), "social media allows for a more diverse range of voices," which is agreed upon. The article goes on to say that 30% of Twitter posts are created by AI bots to "pose" as humans, demonstrating that the influencer industry already embraces AI. The article examines "Lil Miquela," one of the most influential people in 2019, to provide additional evidence of AI activity. Lil Miquela seeks "change" and promotes luxury brands. The article examines the costs and effectiveness of these AI bots. It concludes that, although they may appear more affordable, AI influencers frequently have fewer followers than their human counterparts. According to the article, AI influencers have a high potential for effectiveness and have not been extensively studied. Because they possess social capital, current taste, and other characteristics that appeal to the common consumer, AI influencers can be effective endorsers. Because AI influencers are one-of-a-kind, they would also provide consumers with an unforgettable endorsement experience, fostering a positive brand perception. However, the article also demonstrates that consumers may occasionally "lose trust in AI" as a result of a possible lack of emotional connection or being overshadowed by a celebrity influencer.

5. Artificial Intelligence

Looking at Artificial Intelligence has its strong suits for securing a positive ROI; however, it has limitations that can create a barrier to efficiency in terms of marketing. To highlight the advantages, we can see extremely accurate personalization towards targeted

consumers and relevant messages (Kniahynyckyj, 2023). Moreover, data accumulated over time can now be used to accurately pinpoint ads towards the most eligible consumers (Chen, 2019), allowing for extremely accurate ad targeting. In addition, since there are fewer humans needed in the loop, we can directly conclude that there will be reduced costs (Bhalla, 2021). In contrast, there are cons to using AI as a form of marketing, such as the lack of trust between the consumer and AI. We know, from discussions on influencer marketing, that trust and personal connection in a transaction are extremely crucial; however, AI lacks that, which can be difficult to create optimal efficiency.

6. Media-Based

Our data shows that Media Based marketing was regarded as the most effective. To discuss this, we can look at the pros and cons of marketing through mainstream media. Media-based marketing effectively reaches an, although not specific, wide audience - covering a large demographic, being simple and easy to comprehend, and portraying an entertaining and persuasive story (Bean, n.d.). However, Media based marketing has drawbacks that include; high costs to be effective, which may not be accessible by smaller firms (*The Pros and Cons of TV Advertising*, n.d.) and no guarantee of a solid return on investment in the short run (Gaille, 2016).

7. Conclusion

To conclude, we will concisely examine the study's major findings by exploring the survey results and statements in the external discussions section. Firstly, we can conclude that Influencer marketing effectively creates trust in the consumer as the influencer uses ethos to portray the need for a product. In contrast, influencer marketing lacks as it is known to be hard to measure quantitatively. Moreover, Artificial intelligence as a marketing method is highly accurate at the personalization of ads towards targeted audiences

(Clark, 2021). This results in extremely efficient marketing; however: Artificial Intelligence lacks the personal connection that needs to be made for effective advertising, thus leading to a lack of trust among the consumer. Lastly, Media Based marketing is a method of marketing that is effective at spreading brand image and increasing traffic but not to the level of Artificial Intelligence. Although conventional and possibly outdated, media-based marketing is still the most preferred marketing method amongst consumers (as supported by the survey conducted). In addition, according to the data collected earlier in the study, Media Based marketing needs to be more personalized towards the target demographic. Furthermore, we can observe that each marketing method includes respective advantages and

disadvantages. Looking at our data from the conducted survey, we can correctly assume that Media-Based marketing is the most preferred among consumers.

Implications

The implications of this paper signify the future of marketing and the route a firm should take to maximize efficiency while marketing their goods or service. As observed throughout the study, on average, media-based marketing was the most preferred form of marketing. This implies that, possibly due to familiarity, conventional forms of marketing, such as through media, are still the most preferred among consumers. In effectiveness, we know that artificial intelligence is most advantageous in personalization and targeting a niche demographic. Moreover, we know that influencer marketing effectively creates the trust (White, 2023). Thus, although new forms of marketing are more effective for respective objectives - due to familiarity, consumers positively view media-based marketing as they are used to being persuaded through mainstream media in the forms of stories and infomercials. The implications on the future of marketing inferred from the above is that possible with more time, consumers will standardize these approaches to marketing. Larger firms should focus on branching out their product or service through all forms of marketing, and smaller firms should focus on effectiveness as they aim to achieve economies of scale.

Limitations

There are several limitations to take into consideration that could have resulted in anomaly data. Firstly, the survey conducted in our study only had 72 total respondents; this small data set could have resulted in biased data. For example, when measuring the medium chosen to purchase Financial services, the age bracket of 41+ displayed anomaly-like results, possibly due to our survey's small data set of respondents. Furthermore, as we surveyed respondents, we realized that consumer bias could potentially skew data. As the average human makes around 35,000 choices in a day (graff, 2021) - over time - we tend to create shortcuts and certain preferences in our life. Consumers tend to view things with familiarity. For example, our survey's respondents may choose the marketing form with which they have had more memorable experiences. Referring to the squeaky wheel bias, we can infer that while individuals vocalize their thoughts on certain things, others are also left with similar thoughts (Tan, 2022). Therefore, if a consumer heard about a bad experience that another individual faced with a form of marketing, they may have forcibly chosen answers due to their pre-formed mindset. In compilation, these limitations may have caused skewed or anomaly-like data in our set.

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