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Impact of the AI on the future of Marketing

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Abstract

An increasing interest for Artificial Intelligence (AI) by companies showed that AI brings advantages to the business processes, including marketing. Even though it is highly welcomed in marketing, companies fail to enhance AI in marketing in practice. Therefore, considering growing attention to AI, author overviewed how AI could bring new changes in marketing and what disrupts it from the further enhancement.

Study aimed to examine how can AI adapt in marketing and what are the key factors impacting the changes. Second aim was to provide theoretical and practical implications that can be used by marketing specialists and researchers.

To meet research objectives, author used qualitative method with exploratory and descriptive designs. The study was inductively reasoned and outlined main findings from observations. Research was studied using semi-structured interviews with five marketing experts in practical working environment. Chosen implemented methods allowed to acquire important insights about AI trends in marketing and the relationship between big data and AI's enhancement speed.

This study outlined use and adoption level of AI tools in present times in marketing and role of academic institutions in the revolution of future marketing workforce. It also addressed ethical issues of AI enhancement as well as gap between marketers' expectations and AI usage.

Keywords/tags (subjects)

Artificial Intelligence, AI enhancement, Marketing

Miscellaneous (Confidential information)

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1 Introduction

Artificial Intelligence has become an inseparable part of humans' lives. Every year more companies enhance smart technology in their working operations. The number of businesses adopting artificial intelligence grew by 270% in four years(Gartner, 2019).

During the research, the author tried to contact potential companies for interviews through Artificial Intelligence enhancement used inside of the companies. In addition, author made graph representing the number of publications made on research topic. This shows the high interest for AI by companies in practical working life as well as by researchers exploring theoretical part of current topic. Key words used in search were: "Artificial Intelligence in Marketing", "benefits of AI in marketing", "future of AI in marketing".
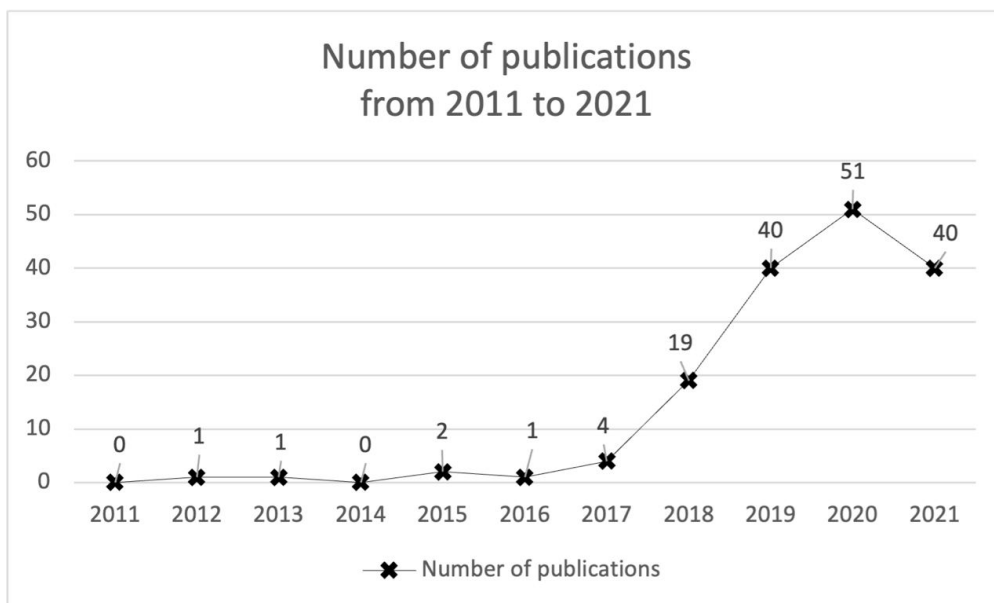

Figure 1. Number of publications in last 10 years.

Main change our world has seen in last ten years is that not only big companies like Google, Amazon, Facebook adapted AI in their work operations. Today, small and medium sized businesses in many industries pay high attention to smart technology and innovations. AI became something that is not new to the world, but a "must."

AI is multifunctional and flexible for each market and industry. Automation, increased revenues, positive customer experience and fast customer service are only the least part of AI effects. Artificial Intelligence made entrepreneurs rethink their businesses and transformed many industries. At the same time customers consume more and more online content companies provide. Artificial Intelligence marketing brings value into the process of digital content daily. Marketing specialists employ machine learning algorithms to benefit from the customer or product data they get. They leverage insights processed by Artificial Intelligence and create solutions for their companies. In addition, AI is capable to analyze various types of data, including quantitative and qualitative.

1.1 Motivation

Artificial Intelligence can be beneficial mostly in business areas that require data analysis and customer experience involvement. One of these areas is marketing. Even though AI seems to bring advantages, it also can have negative effects. Another issue is that, yet it is spoken that AI grows and adapted dynamically, there are no big changes done in business sectors like marketing. Main AI trends and possible consequences in these areas will be discussed in this research.

Main aim is to understand whether impact of AI is going to be positive or negative on marketing positions. There is a chance that AI will not play a role of assistance for humans but overtake the positions. Therefore, searching for challenges and effects of AI will help marketers and managers. People will be aware of future scenarios and rethink some of the working aspects. Change in organizations follows technological change.

Author's motivation to investigate this research is willingness to build a future career in marketing and tech company. Author's interest appeared after participation in fin tech startup and marketing internship in company providing AI and BI services. During pandemic business activities supported the significance of technological development for the human lives. Many companies are starting to

think about digitalization, which impacts on their marketing strategies. As a future marketing specialist, author wants to understand what issues may appear in his career.

1.2 Research objectives and questions

After defining the problem, we explain the goals of the thesis. One of the research objectives for this project is to examine and analyze how AI can adapt in existing business workplaces. To describe usage of AI in marketing environment and to identify challenges of AI implementation and key factors impacting on the changes in business. Second aim is to propose theoretical information that can be applied in practice.

RQ1. How will AI potentially affect marketing in the future?

RQ2 How will AI change marketing workforce in quality and quantity?

2 Research design and implementation

Design (1984) identified that research design concept follows as a plan or protocol to achieve something. This chapter consists of research methods that are going to be used for a project. By implementing these methodology tools research questions will be answered and discussed in the following chapters. This chapter covers methods chosen for the research, data analysis among with data collection and research implementation.

2.1 Research approach

According to Polonsky & Waller (2011), there are three main research designs: exploratory, descriptive and causal design (p. 94). This research presents the preliminary results of a descriptive and exploratory studies. Research subject addresses the future of the marketing, which is unpredictable. Exploratory design analyses observations made by previous studies or adds findings to existing ones. To support exploratory design, author used inductive reasoning. "Where you commence your research project using an inductive approach you will seek to build up a theory that is grounded in your data" (Saunders, Lewis, and Thornhill 2008, p. 489). Saunders and his colleagues stated that an inductive approach is used to build a conceptual framework based on collected data. The inductivist method, therefore, operates from the specific to the general. "Observation reveals patterns or trends in a specific variable of interest, and these are then used to formulate a

general theory of the nature and behavior of that variable and often other variables fall into the same 'class' of phenomena" (Adams J, Hafiz T. A. Khan, & Robert Raeside 2014, p. 10).

Research that has been studied is a nature of qualitative method. The aim for qualitative method is to analyze and connect the patterns of each statement that have been studied. It is difficult to analyze a given topic using quantitative method due to its complexity and abstracts. Qualitative method collected from secondary data allows us to reveal the research questions.

Applied methodology aims to observe companies' investments in AI, executive's and managers' opinions about fast growing technological trend and its integration in marketing. This type of approach will give well-detailed explanations on research questions and different theories about AI enhanced future workplaces in marketing.

2.2   Respondents' pool

 Respondents are current or former employees working in marketing and management sectors around the world, mainly from CIS and Finland.

Interview is semi-structured which allows the researcher to interact with the respondents and ask additional questions to examine the issues in detail. The researcher had a list of primary questions to ask during the interview that made it possible to uncover any research questions raised. All interviews were conducted remotely via Microsoft Teams and Google Meets applications. Th interview focuses on finding facts, subjective future scenario views. The participants first gave their consent to interview recordings, which cannot be shared publicly.

2.3   Data collection

Research data was divided into primary and secondary data. Primary data is data collected by the researcher to address the research problem, whereas secondary data is already existing data. Secondary data can be available internally within an organization, or externally as published materials and computer databases. (Polonsky & Waller 2011, p. 95).

Method used for data collection were interviews with open ended questions. Saunders and his colleagues (2009) also mentioned interviews on the subject of the research as a primary choice to

conduct exploratory research. According to Polonsky& Waller (2011) the semi-structured interview differs from the personally administered questionnaire, because it gives you an opportunity to gather in-depth responses that reflect the insights of the interviewee. It also allows you to probe into issues and pursue potentially unexpected revelations, hence the term semi-structured. Depending on each interview, interviewer may change or ask additional questions in different orders (Saunders et al., 2009, p. 320). There were different company representatives during the interview process, which led to different results based on their answers. Although Artificial Intelligence is an important topic, most companies do not openly share their subjective thoughts on problems they face in business with AI. Due to the methodological approach, the research examined cannot give any concrete correct answers on the subject of the research.

Data collection followed ethical rules:

- All interviews took approximately 45 minutes
- Recordings were allowed only with interviewee's permission
- Records are kept for 4 months in database for research purposes
- Personal privacy is followed during the interview
- Agenda of the interview was explained before the discussion

Participants received information sheets prior to the data collection. It is done to ensure that interviewees understand the type of research, what is to be studied and why. The information sheet according to Polonsky & Waller (2011) should consist of a description of the research, an explanation of the choice of participants, the expectations from the participant, the duration and the process of the interview, personal privacy and ethics rules (p. 93).

2.4 Data Analysis

Analysis began the moment first data were obtained, since the result of data analysis is the derivation of the working concepts and, consequently, questions. This leads to the improvement of data collection and quality of the obtained concepts (Corbin & Strauss 2008, p. 144).

One of the most widespread research methods – qualitative research, it is used frequently, when the gathering of rich textual data and/or deeper understanding of the research subject is required

(e.g., Merrilees & Miller, 2008), and additionally allows to hear participants' story (e.g., Jane-sick, 2010).

Said research method uses different data sources such as printed word, sound and video recordings, forms, images and structures in various media (Polonsky & Waller 2011, p. 196).

Data analyzed in this study included: subjective point of view of the competent responders about future of the AI in marketing, common practitioners of the AI tools in marketing, trends in digital marketing. Also, issues that slowing down the implementation of the AI in marketing are reflected in the obtained data. The evaluation of the data is shown in the chapter 5.

2.5   Implementation

Topic discussion with the facilitator was done in second half of 2020. Clearly identified field to study and research questions were stated by the author.

After the research questions were identified, the author did some research on previous studies on his subject. The literature review resulted in a better understanding of the research areas and information that required further analysis. Based on these studies, the researcher selected appropriate methods and research approach.

Following step was to collect data. Sources were diverse due to exploratory research method of study. The target of this research was to analyze different viewpoints and arrive at a general conclusion. In addition to secondary sources, the primary user also asked five experts from the fields of marketing or product management. Two of them gave answers from the perspective of artificial intelligence service providers, which made it possible to look at the topic from two angles: B2B, which provides tools for artificial intelligence, and B2C, which uses these tools in their companies.

The next step was data analysis. This data analysis was carried out to support some of the existing information and to understand how AI is used in the real life of businesses. The author transcribed all interviews and highlighted the most relevant and important answers.

 After everything was analyzed, the author reported his observations, discussed answers, and drew conclusions.

3   Literature review

In this chapter author reviews previous studies that have been made on research theme. Throughout the analysis of the articles author wants to give a critical appraisal to literature review related to research questions. In the first half of the literature review, author presents fundamental knowledge about marketing and Artificial Intelligence.

3.1   Key concepts

Marketing is engaging customers and managing profitable customer relationships. The two- fold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering value and satisfaction. (Kotler, 28). One of the most used directions in marketing today is digital marketing. Digitalization in marketing brought the progression of big data-based marketing strategies. Digital marketing communication tools include display ads, digital media channels, Pay-per-click (PPC) ads such as Google Analytics, search engine optimization (SEO), affiliate marketing, and email marketing. Artificial Intelligence plays essential part in digitalization and brings advantages to digital marketing field.

According to Plant (2012) *Artificial Intelligence (AI)* is the study and implementation of techniques that allow actions requiring intelligence on the part of a human, to be performed on a computational device.

The word Artificial Intelligence was then officially coined about six years later, when in 1956 Marvin Minsky and John McCarthy (a computer scientist at Stanford) hosted the approximately eight-week-long Dartmouth Summer Research Project on Artificial Intelligence (DSRPAI) at Dartmouth College in New Hampshire. This workshop—which marks the beginning of the AI Spring and was funded by the Rockefeller Foundation—reunited those who would later be considered as the founding fathers of AI (Haenlein & Kaplan, 2019).

According to hype cycle for AI made by Gartner (2021) it identifies four major trends that drives AI in 2021. Gartner experts believe that technological changes will lead to switch from big data to small and wide. Another innovation move is to make pilot AI projects into ended products. During the research, it was found that only 50% of the AI projects get to the point of production the AI. Remaining two trends are responsible AI and efficient use of resources. Responsible AI should bring transparency and trust for entrepreneurs and help them to achieve business goals.

Looking at the curve, we see that most of AI trends are close to cross innovation trigger stage in next 5 years. Machine customers are expected to be legitimate breakthrough, but in needs more than 10 years of research and development. Gartner estimates chatbots to get mainstream adoption faster than other AI tools. It will take approximately two years to reach the plateau of productivity. Although AI evolution is dynamic, none of the AI is readily produced and consumed in a maximum amount by humans. From the graph we can summarize that AI is still a young term and is yet at its first phase of technological growth.
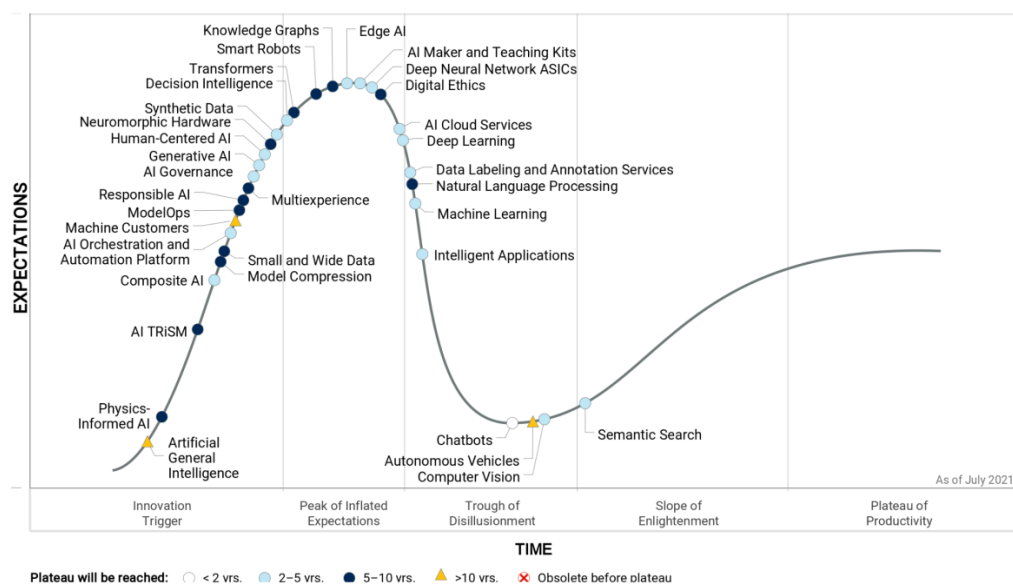
Figure 2. Hype cycle for Artificial Intelligence (Gartner, 2021)

 AI is also widely used in marketing, especially in digital marketing. According to Saleforce's State of Marketing, 5th edition, we see what kind of marketing goals companies want to achieve with using Artificial Intelligence. Most commons ones are to personalize channel experiences (60%) and overall customer journey (59%), to improve customer segmentation(59%), to program advertisings (58%). According to summary Statista (2019) made about AI use in marketing, still the majority of companies are not ready to enhance Artificial Intelligence. In their opinion, currently Artificial Intelligence is limited to automotive advertising campaigns in marketing. Challenge for marketers at this stage deals with lack of data and algorithmic guidelines of AI processes. In other words, marketing specialists are not fully aware how to use AI.
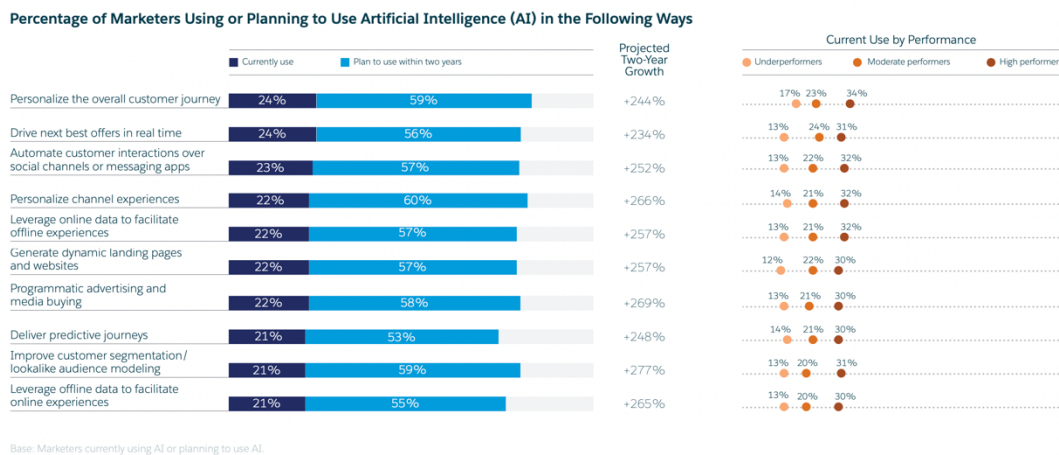

Figure 3. Percentage of Marketers Using or Planning to use AI (Salesforce, 5th edition)

Even though AI is popular topic in marketing, other marketing techniques are still actively applied. From the Figure 4 we see that top five tools are content marketing, marketing automation, big data and artificial intelligence & machine learning, social media marketing.
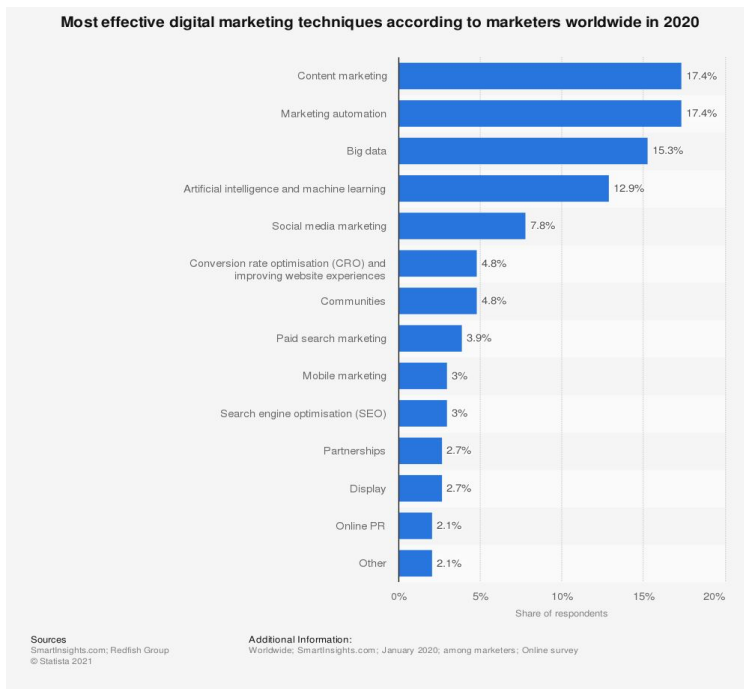
Most effective digital marketing techniques according to marketers worldwide in 2020

Technique	Share of respondents
Content marketing	17.4%
Marketing automation	17.4%
Big data	15.3%
Artificial intelligence and machine learning	12.9%
Social media marketing	7.8%
Conversion rate optimisation (CRO) and improving website experiences	4.8%
Communities	4.8%
Paid search marketing	3.9%
Mobile marketing	3%
Search engine optimisation (SEO)	3%
Partnerships	2.7%
Display	2.7%
Online PR	2.1%
Other	2.1%

Sources
SmartInsights.com; Redfish Group
© Statista 2021

Additional Information:
Worldwide; SmartInsights.com; January 2020; among marketers; Online survey

Figure 4. Most effective marketing techniques in 2020

Campbell, Sands, Ferraro, Tsao and Mavrommatis (2020) presented the stages on how marketing specialist can adopt AI when designing marketing strategies. According to the article AI has a possibility to identify competition behavior changes, estimation on product demand and customer satisfaction evaluation. To accomplish these tasks data like internal data, customer data and external data are needed. It includes product sales information, customer attitudes, demographics, ad testing, competitor pricing etc.

Previous studies believe that Artificial Intelligence role in administrative parts of the work is essential and will not require human interaction anymore. On the other hand, it will give new possibilities in work for humans and create new jobs. Tan (2020) stated that 75 million current jobs will be divided between humans and machines, but also 133 million new jobs will be created. World Economic Forum (2020) also agreed on that even though some of the jobs were going to disappear, "jobs of tomorrow" were expected to be born. When it comes to marketing, automatization generated by AI will allows employees to focus on other creative work, which does not require processing and algorithmic activity. Rainie and Anderson (2017) provided five themes about the future job trainings. Their survey showed that in the future employees most likely to prefer online

short-term learning to university higher degree. But universities will still play significant role in preparing future specialists.

According to summary Statista (2019) made about AI use in marketing, still the majority of companies are not ready to enhance Artificial Intelligence. In their opinion, currently Artificial Intelligence is limited to automotive advertising campaigns in marketing. Challenge for marketers at this stage deals with lack of data and algorithmic guidelines of AI processes. In other words, marketing specialists are not fully aware how to use AI. Nair (2020) agreed that yet AI progresses and expands, marketing specialists still do not fully know how they can benefit from AI. "Marketing organizations should seek to create an ecosystem to foster a form of "intimacy" between AI and experts (or consumers) through two-way observation, imitation, and practice" (De Bruyn, Viswanathan, Shan Beh, Kai-Uwe Brock, von Wangenheim, 2020, p. 102).

3.2   Types of artificial intelligence applications

Previous studies suggest that AI applications can be used in multiple ways in marketing. According to Huang and Rust (2020, 31) they conceptualize AI as the use of computational machinery to emulate capabilities inherent in humans, such as doing *mechanical* tasks, *thinking*, and *feeling*; the multiple AI intelligence view considers that, rather than treating AI as a thinking machine, AI can be designed to have multiple intelligences, as humans have, for different tasks.

Mechanical application used for tasks that require repetition, while thinking AI role is to process and generate data, make decisions. Fitting example of thinking AI is personalized recommendation system. Many companies acquire this AI application in their marketing strategy. For instance, Netflix offers a diversity of TV shows and movies based on customer's preferences. In compliance with Marr (2019, 162), Netflix uses artificial intelligence (AI) to predict which of its catalog of more than 10,000 movies and TV shows you are likely to want to watch next. Thinking AI provides personalization benefits, due to its ability to recognize patterns from data (e.g., text mining, speech recognition, facial recognition). Feeling AI provides relationalization benefits (i.e., person- alizes relationships), due to its capability to recognize and respond to emotions (Huang&Rust 2020, 32.) Feeling AI is widely used in customer service to answer frequently asked questions by customers. Companies use chat bots that answer to predicted questions.
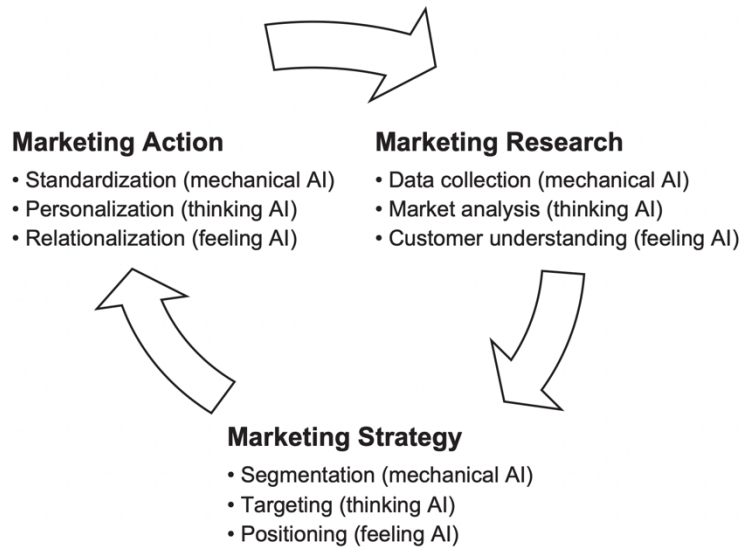
Figure 5. Artificial Intelligence framework (Huang& Rust, 2020)

Here Huang& Rust (2020) provide strategic Artificial Intelligence framework that can be used in marketing. Framework suggests that three types of Artificial Intelligence can be used for different purposes in marketing. Marketing steps can be divided in three: marketing research, marketing strategy, marketing action. In addition, these steps create a constant cycle of a research-strategy-action that does not stop. In this cycle, the AI can express its diverse advantages for a large number of tasks. Mechanical AI is ideal for data collection, segmentation and standardization, while thinking AI is important in market analysis, targeting and personalization at different stages of the cycle. Feeling AI brings added value to marketers in terms of customer understanding, positioning and relationalization.

Heath (2019) based on his research outlined the significance of Artificial Intelligence in predictability, which is highly valued in marketing. Main insight was that AI reduces the cost of predictions. In addition, Nair (2020) also mentioned predictive analytics in marketing could be applied in following ways: lead score improvement, email frequency optimization, customer's triggers leading to offline decisions, improved customer knowledge (p. 321).

3.3 Artificial Intelligence tools

Here we wanted to look at some of the Artificial Intelligence tools mostly applied in marketing and organizational strategies of the companies. These include chatbots, natural language processing, targeting and web analytics. These are the tools frequently mentioned by interview participants. Author provided fundamental theoretical knowledge of each AI tool.

3.3.1 Chatbots

Chatbot is AI enhanced software application that is able to communicate with human in written format in human's language. Generally, it is used through mobile phones, laptops, tablets, iPads on different websites, messengers, apps. It was designed to replicate human communication in text or sound format. According to Dahiya (2017) chatbot recognizes the person's input as well as access information through the pattern comparison in order to give a predefined confirmation. The first chatbot Eliza was created in 1996.

Main benefit of chatbot is never-ending support to general questions. According to Drift (2020), 55% of businesses that use chatbots generate more high-quality leads. Chatbots are mostly essential for online retail shops. People buy online constantly and sometimes it is hard to provide 24/7 customer service by a real consultant. One of the notable examples is Chatbot created by Manychat. According to company's website its bot platform offers automatization solutions for businesses online. This bot is essential in marketing, sales, and support services. Manychat is also official partner of Facebook, which allows to access Facebook products with the use of external AI platform. Uniqueness of Manychat is that it does not require any coding from a human. Companies are able to create a chat bot within 5 minutes without information technology knowledge. ManyChat powers over 100'000 bots on Facebook Messenger and is the leader in messenger marketing space (ManyChat - Crunchbase Company Profile & Funding, n.d.) According to company's official website Chat bot is created through usage of Flow Builder. This allows marketing specialists to create algorithms on a language clear for human understanding.
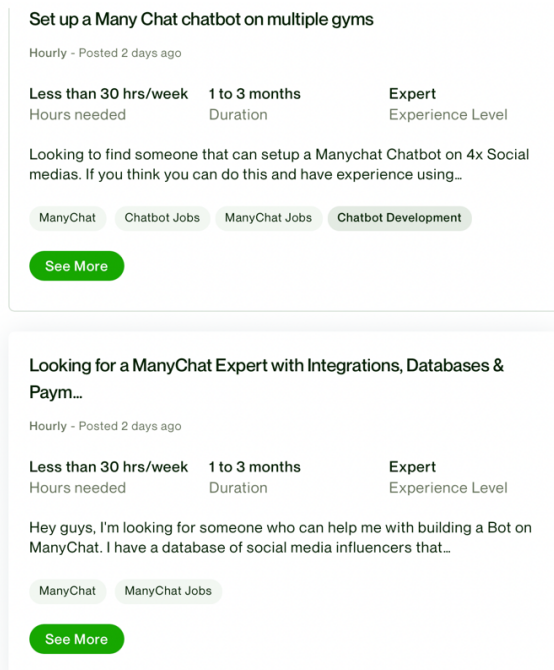
Figure 6. Upwork job advertisement (Upwork)

With dynamic chat bot development, there is also increasing demand for jobs related to chat bot creation, managements and analysis. Job positions headlined as a AI trainer, ManyChat Expert, Conversational designers and etc. People looks for these specialists both on freelance and fixed work positions. Jobseekers mostly publish their job advertisements on websites such as Indeed, Glassdoor, Upwork.

3.3.2 Natural language processing

Allen, J.F. (2003). states natural language processing (NLP) is a computer system classification producing and analyzing human languages.

NLP tasks include speech recognition, natural language generation, sentiment analysis, named entity recognition, word sense disambiguation. In previous studies Klaus& Zaichkowsky (2020) mentioned key reasons why customers felt positive about voice chat bot usage. Mostly reason of voice delegation by AI is related to psychological effects of the customers. It was found that they were emotionally attracted to the IVR voices. People also liked the feeling of control above the voice. Simplicity of the user experience also allowed customers to better understand the value of the voice bot.

3.4   Web analytics

Web analytics(WA) is an AI based marketing tool widely used to measure website conversion and other metrics. Today customers actively interact with companies through their digital channels, which made marketers to come up with the way to track customers' activities on the channel and measure marketing performance (Chaffey& Patron, 2012). Even if web analytics believed to bring outstanding results to marketing, according to Adobe (2013) 750 out of 1000 American marketers thought it was important for digital marketing, but only 29% of the respondents thought they are familiar with it. Shortly, this means that marketers are yet not sure in right usage of WA.

3.4.1   Targeting

Previous studies by Davenport, Guha, Grewal, and Bressgott (2019) suggest that one of the AI difficulties is changing consumer behavior. In this case, predicted algorithms are not accurate as AI tries to reflect past behaviors that are not currently relevant to a consumer. Retargeting are active AI tools that are used for these occasions. With retargeting, AI can learn again. Biggest platform offering target ads settlement is Facebook, recently known as Meta.

3.5   Ethical Issues of AI

Policymakers are genuinely concerned about the sequence of increasing amount of data. More data might mean less privacy, more speed in prediction might mean less accuracy, and more autonomy for AI might result in less human control (Heath, 2019, p. 2-3). Statista (2021) in 2019 made a survey among consumers and found out that 76% of consumers showed their wish in new AI policy regulation. 18% stayed neutral and only 6% disagreed. Recently, GDPR (General Data Protection Regulation) made some changes in Facebook functions in Europe. Company limited the set of the actions on their products, including Ads manager and Instagram for European customers.
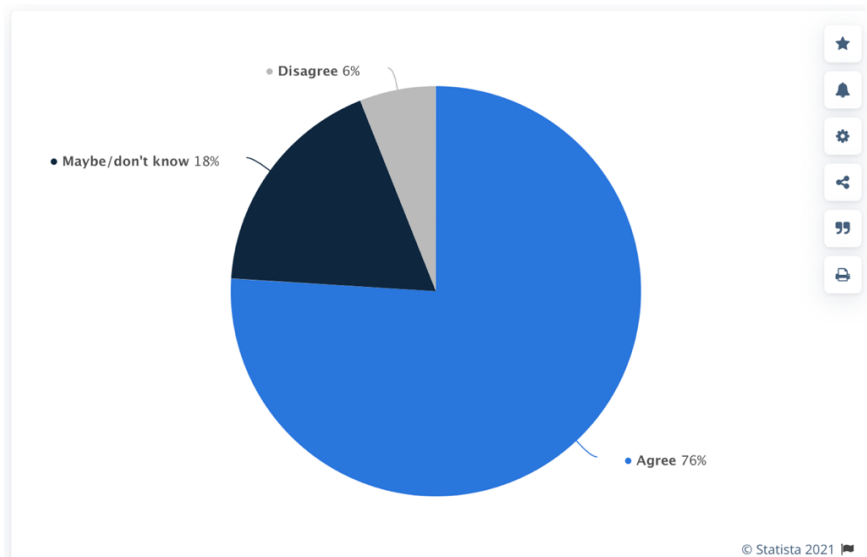
Figure 7. Consumers want regulations on the use of AI 2019 (Statista, 2021)

Apple Inc. had eliminated cookies from its search platform "Safari". Apple users can also see how many websites tried to track user's activity on the Internet. This was also implemented by Firefox. Google announced that company is going to take cookies regulation into account in 2022-2023. Google is the biggest search platform, where companies settle their advertisement and analyze user's activity on the internet. Companies concerned that this limitation might worse the marketing, especially targeting, efficiency.

There were a lot of negative cases, where AI was represented as a damage for human lives. One of the biggest issues that spread widely was Cambridge Analytica case. Briefly to mention, Facebook company was courted to illegal spread of social network customers information for the USA election campaign.

The company understood the importance of the data they are sharing. Recently Graham Mudd VP of Product Marketing in Facebook made a statement on the company's website: "At the same time, we want to better match people's evolving expectations of how advertisers may reach them on our platform and address feedback from civil rights experts, policymakers and other stakeholders on the importance of preventing advertisers from abusing the targeting options we make available" (Facebook, 2021).

4 Summary of the knowledge base

From previous chapter, author revealed key findings regarding the research. The articles can be considered as relevant due to their publication years between 2017 and 2021. Artificial Intelligence considered as advantage for the companies. It is fast growing trend in technological evolution. On the Gartner hype cycle AI tools seem to become highly developed. However, AI remains raw to work with in practical life of the companies. This statement was also supported by Huang& Rust in their article, where they provided framework for AI applications in marketing. According to their research Artificial Intelligence can be assigned to different marketing tasks based on application type. AI applications used on three stages including marketing research, strategy and action. Depending on the task, AI applications classified as mechanical, thinking and feeling. To highlight frequent tools used in marketing, they are chat bots, natural language processing, targeting and web analytics. Customers are satisfied with usage of AI tools. One of the main reasons to that is simplicity of the AI. This allows customers to notice the value of AI for the company's performance and pleasing product experience. It also explained with neurological and psychological part of customer behaviors. Even though AI was marked as beneficial for the companies, it has negative aspects. Marketing may fail in future AI enhancement. People question the subject of "personal customer data" in the context of AI and marketing.

Figure 8. Cloud of words frequnetly mentioned in the articles
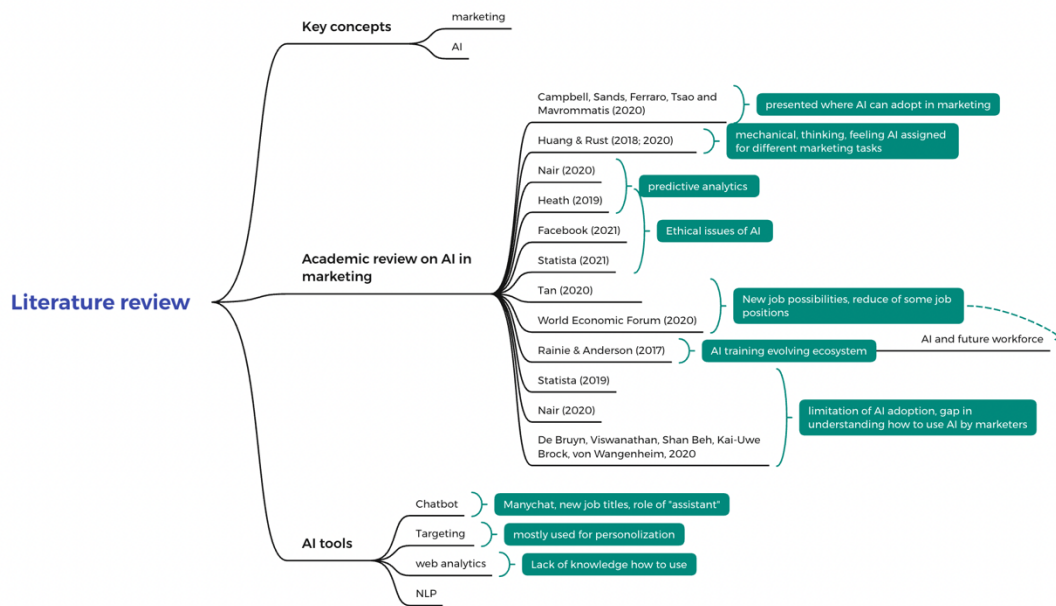
Figure 9. Literature review mind map

Figure 9 shows key outcomes made during the literature review. To sum up the findings, author will depict the key highlights in a projection of the company X and compare it to result findings from the interviews in next chapters.

Company X

Actively enhance AI tools, mostly chat bots and targeting. Chatbots both virtual and voice bots help to answer FAQs questions and assist customers. Even though company X aware of wide AI possibilities in marketing, company is not able to enhance most of the AI tools due to lack of knowledge. For example, web analytics is enhanced, but does not bring promising efficient results as researchers stated.

Its customers are not happy about usage of customers' personal data to track their activity.

Company X also faces limits of AI adoption in marketing field. Reasons are data protection policies and low awareness about AI by marketers working in company X. However, company X did not come up with the solutions to these problems.

Table 1. Company X as a summary of the knowledge base

5   Results

This chapter was divided into several subheadings, which discusses main topics raised in the interviews. They talk about recent marketing trends and how companies adapt these trends in their marketing strategies, AI tools appliance in practical working life, employees' concerns regarding the AI in the future of marketing. All results were based on subjective professional interviewees' opinions and transcribed in direct speech without author's any own interpretation of the information.

5.1   Marketing trends

In this theme respondents gave their opinion about marketing trends happening in recent years.

Marketing transforms from day to day, which impacts on companies' business operations and strategy, product life cycle and customers' behaviors. Marketing plays key role in customer communication with the company, and the customer's experience with the product. This field is not constant but requiring daily engagement and research. Time changes, people change their behaviors which pushes rapid change in marketing. COVID-19 highlighted the time people live in. Everyone switched to remote working. Businesses understood importance of digitalization, especially in

marketing. Marketing has seen some trends in last few years. These are personalization, pipeline analytics and process automatization. Today specialists would try to make less human interaction in Customer Journey Map as possible. Instead, they would integrate Artificial Intelligence there. Even though marketers highlight the significance of AI in marketing, they still think that public relations, social media are still relevant for these days. Some of the results were:

P1. I would say CRM tools (Customer relationship Management) are also frequently used today.

P3. I hear a lot of discussions about Customer Journey Map today in marketing. And not to forget automotive tools, specified recommendations based on personalization, dynamic pricing

Digital marketing will see more social media apps enhancing algorithm system and web analysis as Facebook does. As an example, TikTok has the potential to become one of the biggest platforms in social media entertainment. Yet this social media needs to be more systematic. Based on the answers, not all companies risk putting promotions on this app because its ad algorithms are raw compared to existing Google, YouTube and Facebook.

P1: Talking about marketing tool it is definitely Facebook. It is of course Facebook. In percentages it is around 80 % and only 5 % Youtube, we use it only for CPM, launch it for reaches, 5% only TikTok. Tiktok is a great app, however advertising system is raw to use and needs improvements.

When it comes to practical tools used in marketing today, respondents say they are Facebook advertising, web analytics services like Yandex Direct, Google Analytics. Social media and public relations are still in use from 2014, when it was social media boom. Social media itself creates personalization content for companies' customers based on machine learning as well.

P3. For e-commerce it is ad service Google Analytics.

Automation as a biggest trend specialists pay attention to actively being enhanced to some of the marketing stages.

P2. I think to name biggest trend it is automation.

P3. I believe automation is the future.

5.2 Usage of targeting and retargeting

Targeting and retargeting are most used AI applications in marketing. All five respondents agreed on same opinion and highlighted the significance of targeting for their company sales and marketing activities. Reason to choose targeting as one of the used tools is due to its solution to easily compensate the lack of customer communication.

P3. Yes, we use retarget. Fairly difficult to imprint customers from the first try. Retargeting is a great tool for communicating your brand value, value propositions, why customers should remember you.

Automation was brought in the digital ads platforms too. When we talked with the company, biggest target advertising platform provider in Russia, company representative said that automotive ads setting is on high demand for their customers. However, still companies trust their own target specialists in the questions of ad settings. AI is dependent from the amount of work needed to complete in targeting. As respondent stated if the company is bigger and experienced, company trusts human work performance more than computers system. Reason to that is high expectations to meet KPI metrics.

P2. When we talk about targeting tasks where each percentage of the outcomes, each metrics is important, here there is no automatization as it is expected by companies. If you are a beginner in targeting automotive targeting we offer works great, but if you are a big company, you still need to do it with the specialist.

During the previous answer, author asked additional question. It was found out that new "automatization" feature existed 3 months from the date of the interview, which in other words meant that this AI enhancement in targeting was new for the company and yet being researched.

5.3   Usage of AI tools in working environment

In addition to marketing work, Artificial Intelligence tools are also used in the daily life of employees. All five respondents confirmed that Artificial Intelligence tools help them in their working environment. Tools are assigned for different tasks and depend on a company type.

In the opinion of third respondent most popular tool used by all five companies our respondents work in is chat bot. Second one is targeting tool, exclusively Facebook ads. Participant agreed that AI tools save time and lower company's costs.

P3. We used chat bot Kurio to guide customers. It helped us to lower customer service workload. If we talk about Facebook target, today target system works easily for companies. These changes save time, reduce costs.

Other person gave explanation that usage of AI in marketing can be different. If we would view marketing in the scope of business area that is a part of organization than he agreed that AI helps them with managing tasks. However, looking at marketing as tool to communicate with customers, AI fails to deliver value for the company.

P1. We don't use it in marketing yet. If we are talking about marketing as part of the business system, then yes. AI works well as an outside support to marketing to help with leadership roles. However, if we were to look at marketing as a customer acquisition tool, then AI is not being developed here.

Why? We have a big problem. Missing data. There is no specific data segmentation in our country. We all understand that Artificial Intelligence is based on data, but when you don't have it, you cannot afford AI tools for the company. Yes, we may have some tests on AI creatives creation like drawing something itself. Right now, we are trying to use AI in consideration and intent sales funnel stages.

One employee mentioned that old platforms are not capable of supporting Artificial Intelligence systems. However, the company wants to enhance Artificial Intelligence easily, which is why they are in the process of switching to a new platform.

P3. We as a company want to transfer all e-commerce store to a different platform, which will let us to enhance AI tools easier.

Some of the opinions regarding AI functionality in a certain marketing task differed. When it comes to copywriting, interviewees argued about AI efficiency in textual content generation. One of the participants state that contextual content is not working with AI, however another person believes that their new project in a company has an immense potential for copywriters to produce texts.

P3. I am aware of different tools arriving to optimize marketers' work, however content creation based on text is not ideal right now.

P4. For example, recently in our company we launched a new project. It is a neuro net where the system will continue your sentence you type in. It will generate texts like the ones you see in the search, it can be helpful for copywriters who writes texts for ads or company's blogs.

5.4   Main issues between AI and Marketing

This topic talks about relationship between AI and marketing today and in possible future. It also addresses challenges in AI application in marketing. Respondents stated their personal points of view regarding the issues companies can face when using AI for marketing purposes.

During the interviews key outcomes were that people in marketing field have low awareness about AI usage in marketing. Low awareness is shaped by lack of expertise level. There a big gap between people's high expectations about AI and unjustified reality, where AI is limited to its functions.

P5. When we talk about AI it is good for one specific task. In public people think that AI can do anything, which is not true right now. AI is great at doing simple tasks, so we save time in daily tasks like email sending or transferring new customer's data into database.

P3: Biggest challenge is that people yet don't understand how to utilize information and AI. We don't have enough experts in this field. In the end with AI, you supposed to solve problems, something that offers you value, and many people start thinking with the question what we can do with Artificial Intelligence instead of what can Artificial Intelligence do for us? Main strength of AI for marketing field is that you are able to process data-based decisions better than any human capable of. It let us to ease off manual labor.

P2. The most daunting question in the marketing world is cookie policy. How companies will be able to track and utilize data if they don't get data.

There is some debate among respondents on the question of future job opportunities. Some assume that AI development will lead to the reduction of human jobs, while the rest think that it will create new jobs in marketing. Demand for IT specialists will increase in opposition to marketing professionals, whose work can be replaced by Artificial Intelligence. This can be explained due to dynamic technical development in business. To continue technological development, the business world needs people.

Manual jobs like email marketing, targeting, price regulation, customer service, etc. can easily be done by artificial intelligence, but marketers believe that jobs like video and photo design, content creation, involve creativity in marketing via repetitive pre-defined tasks prevails, responsibility in work will remain for people.

P4. I think AI will reduce some jobs in the future, but there will be also a lot of need for data scientists that are coding these algorithms. New job role will be in creating software. I believe that jobs that require manual labor will decline but regarding creativity in marketing it still needs human touch there. For example, in video and photo creations.

Another respondent does not deny that IT knowledge is an essential advantage for any marketer. As a marketing specialist this respondent faces some minor difficulties in her work because he understands the value of AI in his job.

P2. I personally experience this issue today. Marketer without basic technical knowledge of IT will lose to the one who does. You can see the demand for new marketing roles requiring IT knowledge in colleges and universities. When I studied in university there were not many choices in studying marketing. I am going to apply for marketing master programme integrated with Information Technology studies. But there is second question, will we even need new marketers for the company or should company train already existing marketers to learn IT? Or will technical specialists become new marketers. It is interesting how it will turn out in the future.

5.5 Artificial Intelligence limitations

According to respondents' opinion, the main reason that slows down Artificial Intelligence enhancement is poor access to data. Customers' data is not kept by the companies for long due to law regulations. For small or medium sized companies, it is challenged to get the access of customers' personal information, purchase history.

P1. Biggest problem companies face today is absence of data, data base and segmentation. We do not fix history of purchases, chats, calls. These stops use from ML and AI development.

Marketers also question whether marketing can exist positively with Artificial Intelligence. These concerns appear with rising numbers of cases of data leak in marketing. We decided to dive deeper into this topic and asked additional questions. Qualitative analysis found evidence for new questions raised currently in the marketing area. Some respondents are concerned about the ethical side of AI applications used for marketing. Today society considers a person's private life as an important part that needs to be protected from internet spread. Companies monitor each customer's activity including internet search, comments, likes in social media, private messages, personal status etc. After that they feed the person with the stream of personalized content. This gives any buyer direct access to the emotional pulses of a potential customer. Data is a new digital "crude oil." Companies fight for customers' attention, but it is impossible without knowing customers' interests.

P3. To date weakness questionable how AI would act with data privacy. And it is not regarded to the case to personal data leak in the Internet. Human gets concerned that Artificial Intelligence can understand this human better than human himself. For example, there was a case in American retail company. Briefly, a young underage girl got pregnant, and the company showed her pregnancy, childcare goods related sale coupons. Her father complained about this situation to the company manager, and it turned out that his daughter was pregnant.

P5. For big companies it is difficult to work with data privacy issues. Their marketers have a goal to bring leads (potential customers) using marketing attributions like how many clicks are done on the website and etc. If there will be any data limitations in the future, they will suffer. But if you are a good marketer, you can find data in any way that can't be measured that easily.

5.6   Summary of results

In summary to the semi-structured interviews, we understood that Artificial Intelligence will continue to develop and adapt to marketing processes of the companies. AI helps companies to enhance the customer journey, right from deciding what product to make till post-email services. In the Table 2 author highlights key finding per each theme along with expert's opinion quoted.

Key outcomes from the interviews	
Main themes discussed in the interviews	**Key findings per theme +** exemplary expert opinion quoted
Marketing trends	**Automatization is a hyped trend in marketing** "Automatization is the future" "Recently we launched automative ads for our customers from B2B. It works simple and there is growing demand for automatization"

	Customer Journey Map, dynamic pricing, Customer Relationship Management tools, personal ads recommendation, Facebook targeting, social media, Google Analytics, web analytics services are mostly used tools by experts in the companies
Targeting and retargeting	**Targeting & retargeting will grow importance for customer loyalty and engagement of returning customers** "Retargeting is a great tool for communicating your brand value, value propositions, why customers should remember you" "If you are a beginner in targeting automotive targeting we offer works great, but if you are a big company, you still need to do it with the specialist"
AI tools in working environment	**AI is being slowly enhanced in practical marketing working environment** **Mostly used tools for marketer assistance are chat bots** "Recently I've been struggling a bit in my new job with our content creation. We' ve been partially testing the tools that enable you to create content based on text or paragraphs that you input just to see how it would work. But I don't think this was not really ideal. But I've heard that it is getting better, so I would not be surprised if in the future we would not need content creators"

	"We use IVR voices. For example now when client calls us ro-bot would talk to him and ask if you have a question regard-ing this please click number 2" "We don't use it in marketing yet. If we are talking about mar-keting as part of the business system, then yes. AI works well as an outside support to marketing to help with leadership roles. However, if we were to look at marketing as a customer acquisition tool, then AI is not being developed here."
Main issues between AI and Marketing	**Ethical issues of AI negatively impact on the work of market-ing** **People do not fully understand the purpose of AI in the or-ganization.** "Biggest challenge is that people yet don't understand how to utilize information and AI. We don't have enough experts in this field. In the end with AI, you supposed to solve problems, something that offers you value, and many people start think-ing with the question what we can do with Artificial Intelli-gence instead of what can Artificial Intelligence do for us" "When we talk about AI it is good for one specific task. In public people think that AI can do anything, which is not true right now. AI is great at doing simple tasks, so we save time in daily tasks like email sending or transferring new customer's data into database"

	"The most daunting question in the marketing world is cookie policy. How companies will be able to track and utilize data if they don't get data."
	"Biggest problem companies face today is absence of data, data base and segmentation. We (as a country) do not fix history of purchases, chats, calls. These stops use from ML and AI development."
	"People need to remember that AI is not a final goal, the goal in the end is still some kind of business benefit"
Future workforce in marketing	**Expected growing demand for technical skills from marketer** **Manual work will be replaced by AI** **Jobs requiring creativity will remain** "I think it will reduce some jobs in the future, but there will be also a lot of need for data scientists that are coding these algorithms. New job role will be in creating software. I believe that jobs that require manual labor will decline but regarding creativity in marketing it still needs human touch there. For example, in video and photo creations." "Marketer without basic technical knowledge of IT will lose to the one who does. You can see the demand for new marketing roles requiring IT knowledge in colleges and universities. When I studied in university there were not many choices in studying marketing." "I am happy that Finland is quite heavily pushing this AI knowledge in universities. I know that in Helsinki university they offer some basic AI courses. Since it's a new field it requires a lot of teaching."

Unexpected findings	**Big companies faces more challenges with AI in marketing** "For big companies it is difficult to work with data privacy issues. Their marketers have a goal to bring leads (potential customers) using marketing attributions like how many clicks are done on the website and etc. If there will be any data limitations in the future, they will suffer. But if you are a good marketer, you can find data in any way that can't be measured that easily. " "If you are a beginner in targeting automotive targeting we offer works great, but if you are a big company, you still need to do it with the specialist."

Table 2. Key outcomes from the findings

6 Conclusions and discussion

In this chapter author concludes and discusses key findings made during the research process. It covers answers to research questions, research quality among with theoretical and practical implications. The chapter also provides future possible scenario for the marketing.

The present findings confirm that AI can be used for different purposes, which leads to several types of Artificial Intelligence applications. These are mechanical, thinking and feeling applications. Today mechanical and thinking types of applications are dominant compared to feeling application of AI. Work of AI is valuable in tasks like data collection, market analysis, customer understanding, segmentation, targeting, positioning, standardization, personalization, renationalization.

6.1 Answer to research questions

Based on the research title, initial purpose was to analyze how AI will impact on the future of marketing and whether it is going to be positive or negative effect. To answer this question, primarily research focused on understanding current main marketing trends and marketing experts' subjective views about the future of marketing.

RQ1. How will AI potentially affect marketing in the future?

AI involvement will change the common marketing strategies. From the primary and secondary sources, we conclude that AI can prove to be highly beneficial for marketing interventions. In the meantime, we will see innovative marketing strategies integrated with Artificial Intelligence. Companies will move from common sales funnels, customer journey maps and generate new ways to reach customers with Artificial Intelligence tools involvement.

Automatization and personalization as a main AI driver in marketing. Automatization and personalization are being actively enhanced in marketing strategies. Today mostly targeting and retargeting developed to automotive steps, where marketers can delegate the setting of the ad to "intelligent" machines. Another inspiring example is bots used for assistance and delegation of the "customer service" parts of marketing. Personalization comes closely with automatization and that is why customers get unique personal experience with the company's products. Personalization often meets in targeting and email marketing based on the responses. Experts agreed that automatization and personalization need some time to develop but will be demanding in the future.

Data is a new "oil" for marketing's future. Even though, AI seems to be hot topic in media and business, it did not reach satisfying percentage of adoption by companies. Marketing specialists do not understand the difference between data and information. People in marketing must learn how to transfer data into information. Otherwise, Artificial Intelligence is not used efficiently. Just having AI that will analyze data is not enough, humans need to be able to interpret given results into actions. The reason AI is holding back higher development is because of constraints it uses to collect and process data. Data science is hardly used in certain countries due to their policy guidelines. People are getting increasingly dissatisfied with the fact that their personal information is

being tracked on the internet. Companies offering AI solutions became stricter in their marketing communication tools us used by B2B for their customers.

To answer second question, author used previous studies and interviewees' answers to outline the relationship between AI and future marketing workforce.

RQ2. How will AI change workforce in marketing in quality and quantity?

Manual job in marketing will decrease. Artificial Intelligence will reduce manual labor which includes emailing, customer journey map personalization, customer support service communication included in its responsibilities. Marketing specialists want to automate as many processes as possible.

Creative marketing jobs will remain as a "human" job for today. Talking about creative jobs such as visual content creation, today humans are more welcome than AI here. Even though AI helps to complete repetitive, scheduled assigned tasks, it does not fully elaborate targeting, copywriting, content creation functions. These areas of marketing need further algorithmic development.

Red Ocean strategy in offering AI solutions to other companies. One of the challenges for companies is the great competition in AI services for B2B companies. The increasing demand for Artificial Intelligence brings more players into the market. Companies that source AI services from these service companies suffer from choice. There are many companies that offer AI services and people are unable to choose good ones and measure the efficiency of AI. This is because there is no major AI efficiency assessment in the companies.

New marketing workforce generation. We may observe a high increase in professional marketing degree program offerings mixed with Informational Technology studies. This will lead to qualification upgrades for working specialists. Most of the respondents believe that we may see new job positions in the marketing field. A new marketing specialist will have a deeper understanding of the technical part of marketing. Companies will also encourage their employees to learn the basics of IT and Artificial Intelligence, provide access to learning courses, webinars, workshops and more.

Artificial Intelligence will not be seen as a "challenging" field studied by tech specialists only anymore, but as available for creative and entertaining specialists in marketing.

6.2   Comparison between summary of the knowledge base and interview results

Overall, results obtained from semi-structured interviews mostly agrees on what has been studied before. Author compares summary of the knowledge base and result findings using Company X and Company Y comparison. Looking at the previous studies, in practical life companies in average reach less efficiency, while in theory AI can do more. Ai it was mentioned by one of the participants, even though traditional data marketers used to process will not be available, good specialists will find a way to obtain data through other channels. He brought the example of podcasts and surveys. On the other hand, there were no theoretical proposes to solve this problem. Another difference between previous studies and present times is that research papers addressed the failure of understanding AI tools usage in the example of web analytics. During the interview, author found out that web analytics is widely used currently and moreover, it is on the developing steps of automatization.

Company Y

Sets the goal to automate as many marketing stages as possible. Use chatbots and content generating platform for manual labor. Company Y can already automate targeting in comparison with Company X. Company understands that its marketing personnel lack expertise level in understanding AI and that is why AI exists in the company but does not bring effectiveness. Company Y is aware of growing demand for a technical skill, which is why interested in providing IT workshops for its employees. Company Y suffers from diversity of the AI tools to work with. It can not define whether company supplying company Y with AI service is good or not. In the company most of the creative workers like content creators and video makers are more likely to remain in their job positions, while "customer service" team may be destroyed in future.

Unlike company X, Company Y knows about unethical sides of AI in marketing, but company tries to find other ways to get data legally. For example conducting the anonymous surveys for its customers. Currently company Y on the stages of transforming traditional sales funnel and customer journey map with AI inclusion on it.

Table 3. Company Y as a summary of the results

6.3 Assessment of process and results quality

Research process took about one year from the research theme and questions identification to the finished version. Method author selected and followed for his research was described in Chapter 2. Difficulty author faced in the process of writing the research was data analysis. Selected company representatives were from the different countries, which is why data transcription from foreign language to English language took more time. In the end, author was able to analyze data successfully and efficiently.

When talking about research quality assessment, there are different types of criteria used to analyze the paper. According to Yin (2013), one of the main research quality indicators is validity. The concept of validity was simply offered by O`Leary and Hunt (2016) "When we have validity we are measuring what we intended to measure … in other words, we have hit the target".

Reliability	Are the measurement and results consistent and repeatable?	Assessability	Is the thesis process documented and justified sufficiently?
		Consistency of Interpreation	Is the interpretation verified?
Validity	Did the thesis answer the research questions?	Saturation	Was the saturation point reached?
		Transferability	Can the results be applied to other similar situations or circumstances?

Figure 10. Research assessment criteria (Kananen, 2011)

Validity and reliability can be assessed through answering to the questions provided by Kananen (2011).

During the research, process was transparent and well structured. Reasons for research theme and research methods were clearly explained in previous chapters repetitively. Author thoughtfully planned and implemented thesis process. This research answered to research questions and met research objective requirements s, which means that research is valid.

The critical literature research consists of various articles that were written by 2017 at the latest. However, some basic theoretical knowledge that explains the definitions of terminology of marketing and artificial intelligence has been explored earlier.

Before data collection information sheet was sent to all participants. Information contained neutral greetings, explanation of research purpose and reason to invite person for the interview. Ethics code was applied, data was kept by a researcher for four months and not shared publicly with anyone. All personal information including participants' and companies' names were private. Author remained flexible during the all-research process.

To obtain relevance criteria, author asked additional questions from the participants during the interviews.

6.4 Theoretical and practical implications

From the previous studies it is known that Artificial Intelligence can be assigned for various tasks starting with repetitive assignments to analytical parts of the job. Huang and Rust (2020) provided framework describing AI tasks assigned for marketing. This framework simply explained complex of AI tools that can be used to achieve marketing goals in the company. Marketing practitioners should consider referring to given framework as it is helpful to understand the fundamental and simple value AI brings to frequent marketing stages. Our results indicated the problem of companies to adequately allocate AI tools due to lack of the expertise level in AI. Specialists still have low artificial intelligence awareness. This gap can be closed with the help of marketing personnel's trainings and workshops focused on AI learnings. Increasing number of academic degrees in the scope of "Artificial Intelligence and Marketing" is about to bring new knowledge into existing

knowledge about marketing. Future and current specialists understand the demand for AI and eager to learn basics of AI. In universities business students have a possibility or required to take IT related classes. Both statements of interviewees that AI may reduce and create new job possibilities in the future support previous study's opinion in this question. According to World Economic Forum (2020) COVID-19 created disruption for workers' scenario. They reported that companies are expected to rethink the tasks, jobs and skills by 2025.

Regarding ethical issues, marketing specialists must follow ethical codes (Stone, 2020) and protect personal data of the clients (Kolbjørnsrud, 2017). According to Butterworth (2018) data collection, both collected through voice bots and other ways should be agreed with the customers and work in accordance with GDPR guidelines. Today, most of the companies follow ethical rules during the voice calls with the customer, which follows the theoretical implications mentioned above. To apply this in practice, companies should consider these possible factors negatively affecting the AI efficiency. Companies need to come up with own ethics and data protection guidelines among with existing GDPR policies.

6.5 Future possible scenario

In this part of the research author provides own scenario based on the secondary and primary data he studied before in previous chapters.

New data protection regulations are about to develop. GDPR guidelines limits some of the social media functions. For example, in Europe "message reply" is missing on Instagram. Target ads are also not available for certain countries to share specified goals in target. Looking at Europe, other countries will take this into account as well. In response, such limitations in marketing decrease the speed of AI improvement, which was discussed in previous chapters. In theory, it is possible that new ethical codes will be added by organizations. This can lead to upgraded ethical accreditation components for businesses.

High demand for IT courses and degree programmes is something that already takes a part in 2021. Marketers with technical backgrounds are likely to be appreciated in companies than the ones without. This can bring us to new job possibilities. Today, marketers who can automize some

of the processes are on rising demand. For instance, chat bot found its advantage by entrepreneurs and customers. Marketer learn to set automative replies in messengers, which is considered not as classical digital marketer's skill, but new skill. Role of digital marketer is being divided into different job positions. Previously digital marketer was the one, who is capable of doing many marketing skills by himself. However, today we separate job of social media manager, content-creator and advertising manager. All three jobs work in different directions of digital marketing and have contrasting functions. In addition to this, new job as "chat bot manager" or "automotive marketing coordinator" is assigned. This is one example of the job possibility, but we may observe more frequent cases like this in future.

6.6 Research limitations

This research is limited to certain reasons. Interviews were not statistically representative due to research method chosen. Qualitative data obtained from the people cannot be measured in numbers, but rather support or disagree with some of the secondary data outcomes previously made. Number of interviews was not enough to show fully reliable picture of how Artificial Intelligence developed in practice in companies. However, participants were not biased in their answers. They gave their personal critical opinion based on own experience in working life, which was not limited to specific country area. All the participants worked in different countries and industries. This allowed to view the theme from global international perspective. Since participants' opinion may change in the future due to uncertainty of the future, research is limited in reliability measurements.

6.7 Ideas for further research

Further research is needed to determine the causes of customer's mistrust to companies. Researcher should question why customer are willing and not willing to share personal information to companies. Following studies may also suggest ethical issue practicalities for marketing specialists and managers. It will help companies understand how to get data from the customers in an easier way for both company and customers.

Cookie policy and ads regulations is another study that needs further investigation. Regarding the latest technical updates of IOS software a lot of companies are not able to track data of website

visitors using Apple technologies. All five respondents expressed concern about the recent news. The relevance of this topic is also supported by the Facebook regulations in response to the actions of the Apple company. In addition, Facebook also restricts some of the content to a certain group of people. These rules apply to companies that serve ads to minors. Another social media is already doing that. TikTok restricts adult content to its teenage users. Limitations used in accordance with ethics and privacy challenges jobs of marketing specialists.

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8 Appendix

8.1 Interview questions

1. Looking at you marketing mix what are the most important ones/putting most effort on?
2. What are new things happening in the digital marketing (trends)?
3. What is your expertise/your company expertise level in …?
4. Does company use re-targeting? If yes, why? What do you think you will achieve? If no, why? What type of AI service you provide mostly to your customers?
5. Is company using/planning to use autonomous, optimizing/ content generating platforms? If yes, can you mention one?
6. Does any of AI enhanced tools (chatbots, self-service, content generating platforms, natural language processing) save time, lower your costs, delegate work, increase productivity?
7. What is your status of AI based personalization? When, why/ why not you plan to use it?
8. Overall, describe your idea of relationship of AI and marketing now and in the future? What are strengths and weaknesses?
9. Do you think new AI direction in marketing will boost new job possibilities in marketing?
10. Is there anything else in AI and Marketing I did not ask or you would love to add?

8.2 Information sheet

Hello,

My name is Dilyara Kenzhebayeva. I am an international business student at Jyvaskylan University of Applied Sciences.

Currently, I am working on my research "Artificial Intelligence in Marketing." I want to study how AI affects the marketing field, what are benefits and disadvantages, and what AI tools are used in marketing in your company.

I find you suitable for my research due to your expertise level and rich experience in this field. It would be great if you would love to participate. Interview can be conducted through Microsoft Teams. I respect your time and privacy. The duration of the interview will be 30 to 45 minutes. All recordings will be done only with your permission. Alternative way is chatting. In case of recording the interview, records are going to be kept for 4 months for research purposes.

Please, let me know if you are willing to participate in this interesting topic.

Best Regards,

Dilyara Kenzhebayeva