Artificial Intelligence Marketing Practices: The Way Forward to Better Customer Experience Management in Africa (Systematic Literature Review)

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Abstract: Marketing evolution has tilted towards the adoption of digital and artificial intelligence robotics and programs to enhance customers' experiences in this digital era. Hence, the new kid on the block which is Artificial Intelligent (AI) Marketing is gaining prominence in most academic discussions. The field of marketing has recently been revolutionized by AI since it enables marketers to generate, process as well as analyze a large number of customer data, which enables them to offer customers more personalized products and services thereby enhancing customers' experience. Despite the importance of AI marketing and its adoption in developed climes, most universities within the context of Africa, mostly in Nigeria are yet to implement the teachings of AI marketing into their teaching curriculum to aid marketing students to understand the concept of AI marketing, its uses, and importance in driving marketing performance in this resent digitally driven global business environment. There also exists scarce literature on AI marketing within the Nigerian context which creates a gap that needs to be addressed by researchers and academic institutions. Hence this study using a systematic literature review investigated artificial intelligence marketing practices and how they could be the way forward to better customer experience management in Nigeria. The finding points out that AI marketing has the potential to revolutionize customer experience management in Nigeria which has a population of over 200 million people and a rapidly growing digital economy; and that there is a huge market for businesses that can provide personalized and efficient customer experiences. The study recommends that the marketing discipline in Nigeria should increase awareness, invest in infrastructure, leverage existing data, develop AI-powered chatbots, collaborate with AI vendors, and address ethical and privacy concerns.

Keywords: Artificial Intelligence Marketing. Customers Experience. Personalized Customer Experience.

1.0   Introduction

Marketing is ever-evolving due to consumers' constant change in wants and desires majorly influenced by global trends and culture. Over the years, marketing has transcended from traditional marketing practices to the adoption of electronic applications to transact in the new digital space where consumers now thrive which is termed electronic marketing. The benefits of

the digital space to even SMEs in Africa that adopts this practice is enormous inclusive of its capacity to allow small-scale businesses in a local community in Nigeria such as Rivers state to conveniently compete with big firms abroad if it has unique product and services to offer. That is why Friedman (2005) argues that the world is now flat due to factors such as the internet, meaning small businesses can conveniently compete with bigger corporations in the internet space such as that of social media at an efficient cost. With the advent of mobile phones and social media platforms in Nigeria, the Nigerian population mostly youths have adopted the use of the mobile phone for messaging, entertainment, information generation, and a whole lot more. This has created a shift for most Nigerian businesses to go online in sourcing for the market for the products and services they offer within the digital space where they can find both Nigerian and international audiences. Small-scale businesses in Nigeria can now access global audiences at a cheap rate through electronic platforms such as social media channels, e-mail, blogs etcetera.

Marketing is all-encompassing when it comes to consumer satisfaction. It borrows from several disciplines and utilizes several scientific methodologies to achieve effective and efficient means of driving customers' satisfaction and experiences. To better understand consumers buying decision behaviors, marketing has adopted psychological tenets and practices termed Nero marketing to better understand customers' emotion and how it influences their choice of actions when it comes to making buying decisions. The psychological and emotional experience of customers towards the product or services of a particular business is vital for the survival of that business because it will bring about customers' love for the business offerings and possible repeat patronage (Nwachukwu & Maudlinepac, 2022). Hence, obtaining data on emotional buying patterns by marketing managers could help design strategies that will enable the business to offer customers a better experience than what they can get from competitors. The word customer experience according to Hotjar (2022) could be seen as a business customer's holistic perception of the experiences they get with the business or brand. It can also be seen to be defined by the experiences and interactions customers have with a firm or organization throughout the entire customer journey, starting from the first contact to becoming a happy and loyal customer (Macdonald, 2022).

Data gathering, analysis, storing and utilization for designing better customer experiences is very tasking, but with the aid of new technological break-through such as Artificial intelligence (AI) applications and robotics, marketing even in the Nigerian context can now adopt the use of these sophisticated applications to efficiently generate and manage customers experience data to a maximum extent, whereby staying competitive in this dynamic global business environment. These sophisticated AI techniques according to Narkhede (2021) consist of automated email, chatbots, and several kinds of analytical tools that aid the customer in their shopping journey while enhancing their shopping experience. Also, Artificial Intelligence tools can help online marketers develop unique quality digital contents that are profitable and efficient in offering customers value and standing competitive.

Artificial Intelligence (AI) refers to systems and machines that imitate human behaviors to perform certain given tasks. It includes machines simulation of human intelligence which is programmed to think and mimic human actions (Narkhede, 2021). Marketing adopting AI to

better sever customers is termed Artificial Intelligent Marketing. Cognizant (n.d.) defined Artificial intelligence marketing as the leveraging of AI tools and methods such as data models, algorithms, and machine learning to generate customer insights that can be used by marketers in optimizing spending, customizing content, and personalizing the customer journey. The importance of AI to marketing is enormous mostly in the digital marketing space where marketers can study consumer habits, customize products and services to soothe their tastes, and develop fast and quality advertising content to appeal to the customers' emotions.

Despite the importance of artificial intelligent marketing and its adoption in developed climes, most universities and institutions of learning within the context of Nigeria and Africa at large are yet to implement the teachings of artificial intelligent marketing into their teaching curriculum to aid marketing students to understand the new concept of AI marketing, its uses, and importance to driving marketing performance in this resent digitally driven global business environment. There also exists scarce literature on AI marketing within the Nigerian context which creates a gap that needs to be filled by researchers and academic institutions which this study tries to contribute.

1.2 Objectives of the Study
The primary research objective of this study is to prove artificial intelligence marketing as a way forward to better customer experience management in Nigeria. While it's specific objectives include:
1. To explain what is artificial intelligence (AI);
2. to study the meaning of artificial intelligence marketing;
3. to explore how AI marketing works, and examples of tools used;
4. to identify how the application of AI enhances customers' experience.

REVIEW OF RELATED LITERATURE

2.1 Theoretical Review
The theoretical underpinning of this study is the diffusion of innovation by Rogers (1983) which explains how over time a new idea is accepted, spread, or diffuses through a particular society or population. The theory tries to expatiate how, why, and at what rate new technologies and ideas spread among people of a given society. Adoption refers to individuals doing something different than what they previously do (i.e., using or purchasing a new product, generating or performing new behavior, etc.). This study investigates how marketing as a discipline in Nigeria can adopt new ideas such as artificial intelligence tools and robots in enhancing customers' value and experience, hence this study is underpinned by the theory of Diffusion of Innovation by Rogers (1983).

2.2 Conceptual Framework for Artificial Intelligence Marketing and Customers Experience
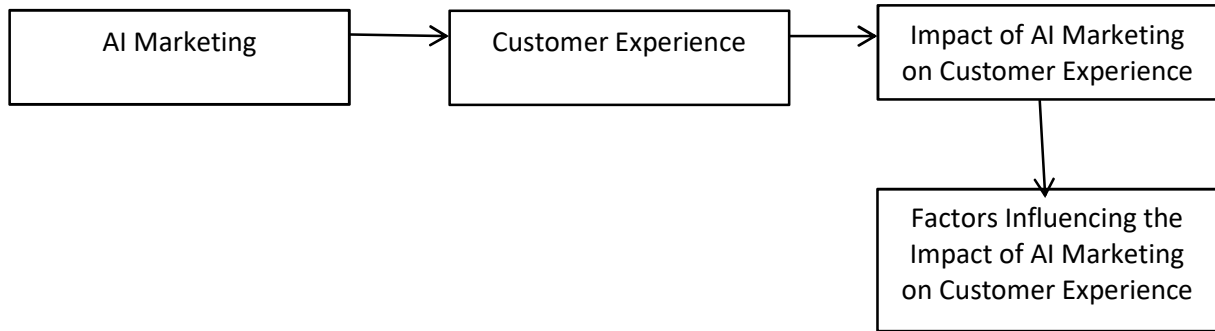
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┌─────────────────┐      ┌─────────────────┐      ┌─────────────────────┐
│   AI Marketing  │─────▶│ Customer        │─────▶│ Impact of AI Marketing│
│                 │      │ Experience      │      │ on Customer Experience│
└─────────────────┘      └─────────────────┘      └─────────────────────┘
                                                             │
                                                             ▼
                                                  ┌─────────────────────┐
                                                  │ Factors Influencing the│
                                                  │ Impact of AI Marketing │
                                                  │ on Customer Experience │
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Figure 2.1: Conceptual Framework for Artificial Intelligence Marketing and Customers Experience.
Source: Researcher's Conceptualization

2.3 Conceptual Review

To investigate and understand what artificial intelligence marketing (AI Marketing) is, a review of the concepts of artificial intelligence, and its fusion into marketing is necessary in understanding what AI marketing is all about, as what is being studied about it, and the view and definitions of other scholars regarding the concept.

2.3.1 Concept of Artificial Intelligence

Scientist over the years has been fascinated with the human mind and how it works and have tried creating robotics and programs that mimic or outperforms human reasoning in the execution of given tasks. The act of mimicking and outperforming human intelligence in some given tasks by robots and applications is termed Artificial Intelligence (AI). Abid et al. (2022) defined AI as a computer science technology that can teach computers to understand and emulate human communication and behaviors. While Narkhede (2021) defined it as systems and machines that imitate human behaviors to perform a certain given task. It includes machines' simulation of human intelligence which is programmed to think and mimic human actions. On the account of Arvind and Prithwiraj (2022), they saw Artificial intelligence as a widely used emerging technology that aids organizations in tracking real-time data to analyze and respond swiftly to customer requirements.

What is special about Artificial Intelligent bots and program is that they can improve themselves based on the information they have collected. That is to say, they learn from the information generated and grow with it and get smarter. Abid et al. (2022) assert that artificial Intelligence would soon become a vital part of every commercial entity across the globe in the long term. AI technology has provided us with speech recognition technology like Siri and Alexa, which is also used by Google's search engine and Facebook's facial recognition software (Prakash, 2023).

AI could be used for both industrial, business, security purposes, and even in the military. Robotics has been used in the manufacturing industries to more efficiently make accurate production of products at a very high speed than human capacity could give.
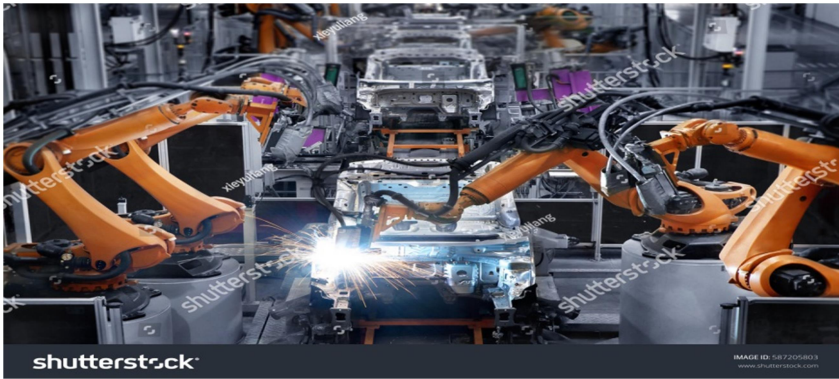
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Figure 1: Factory robots manufacturing cars.
Source: www.shutterstock.com

For security purposes, AI has been used to enhance security checks and securing of facilities and data. Booz Allen Hamilton In (2022) asserts that artificial Intelligence is helping to meet the needs of heightened security requirements of today, for the government in terms of cyber security protection and defense and national security. AI utilizes machine learning in recognizing patterns on the network and clustering them, identifying deviations or security incidents from the norm before responding to them; which helps improve security in the future by detecting and blocking similar potential threats early enough (Engati Team, 2021). Several credit card companies have started using AI technology to aid financial institutions in preventing fraud of billions of dollars annually (Prakash, 2023). Narkhede (2021) identified several types of artificial intelligence as shown in the table below:

Types of Artificial Intelligence	Characteristics
Strong Artificial Intelligence	It Mimics the human level of intelligence
Weak Artificial Intelligence	It is Artificial Narrow intelligence that works on specific criteria
Super intelligent Artificial Intelligence	It exceeds human-level intelligence and also has the capabilities of creative and specific thinking

Figure 2.1: Types of Artificial Intelligence
Source: Adapted from Narkhede (2021)

Under the category of "Strong Artificial Intelligence," we have visual recognition, image recognition, voice recognition, language processing, and robotics. While in terms of "weak Artificial Intelligence", marketing have adopted and implemented AI app such as Amazon, Google DeepMind, Google AlphaGo, etc (Narkhede, 2021). Contemporary marketing of today is mostly dominated by Weak and Strong Artificial Intelligence and trying to revamp its basic right from sales function, distribution, operations, etc. This leads to our next discussion which is the fusion of AI to marketing termed artificial intelligence marketing.

2.3.2 Concept of Artificial Intelligence Marketing (AI Marketing)
Artificial intelligence (AI) marketing refers to the use of machine learning algorithms, natural language processing, and other AI technologies to personalize marketing messages, optimize campaigns, and improve customer engagement. It has been defined by most authors and publishers in different ways. Cognizant (n.d.) defined Artificial intelligence marketing as the leveraging of AI tools and methods such as data models, algorithms, and machine learning to generate customer insights that can be used by marketers in optimizing spending, customizing content, and personalizing the customer journey. While Marketing Evolution (2022) defined it as the use of artificial intelligence technologies in making automated decisions that depends on data collection, data analysis, and additional observations of audience or economic trends that might influence marketing efforts. Arvind and Prithwiraj (2022) saw AI marketing to be the use of artificial intelligence technologies in making automated decisions based on data collection, data analysis, and additional observations of audience or economic trends that might affect marketing efforts. In this study, we define artificial intelligent marketing as the use of systems and machines that mimics human behavior to perform marketing tasks such as customers' data mining and analysis, content customization, observation, and improvement of customers' experiences.

In developed nations, several organizations and businesses are quickly adopting the use of intelligent technology solutions in encouraging efficient operations while trying to improve customer experiences. These intelligent solutions according to Marketing Evolution (2022) most often come in the form of Artificial Intelligence marketing platforms. Some examples of these platforms include image recognition, chatbots, personal assistants (such as Amazon Alexa, Google Assistant, Apple's Siri, and Microsoft's Cortana) recommendation engines, targeted advertising based on your search, and dynamic pricing on e-commerce sites (Cognizant, n.d.). Through these platforms, marketers can acquire a greater understanding of their target audiences. Hence, the artificial intelligence-driven insights that were generated through this optimization process can then be utilized in driving conversions, while also easing the workload for marketing teams (Marketing Evolution, 2022).

It is worth noting that data is everything in marketing because management needs information on consumer desires and wants, including the performance of their products and services offered. Hence marketing indulges in data science and analysis. Acquisition, analysis, and usage of generated data are tasking but very necessary for marketing management. AI has simplified and made these tasks a lot easier than they used to be. There are AI tools that can help marketers generate information about customers' opinions on product performance directly from their social media handles, which enables management to make informed decisions when it comes to product redesign and enhancement to meet customers' demands. Also in the creation of digital content, AI tools have done nobly in providing tools that cut down on time and energy. It also reduces the requirements of marketers to be very knowledgeable of a given tool before they can be able to utilize such tools. It is now easy for marketers to apply certain AI tools and get unique quality content for promotions and adverts online which can yield great market impressions and viewership.

2.3.3 Concept of Customer Experience (CX)

The customer experience (CX) has become an increasingly important focus for businesses in recent years, as customers have come to expect more from their interactions with brands. Customer experience refers to the overall perception a customer has of their interactions with a brand, encompassing every touch point from initial awareness through purchase and beyond. It is a combination of emotional, physical, and psychological elements that shape the customer's perception of the brand.

One of the earliest definitions of CX comes from Pine and Gilmore's (1999) book "The Experience Economy," in which they describe it as "the sum total of the customer's experience with the company, from initial awareness to final disposal." Since then, many other scholars and practitioners have contributed to our understanding of CX. Wintermantel (2023) defined customer experience as all the interactions a particular customer had with a business at every stage of the customer's journey, even if it does not result in purchasing.

More recently, Forrester Research has developed a widely used customer experience framework that breaks down CX into three components: effectiveness, ease, and emotion (Forrester Research, 2021). Effectiveness refers to the customer's ability to achieve their goals, ease refers to the ease of use of the product or service, and emotion refers to the emotional impact of the interaction (Forrester Research, 2021). Other scholars have emphasized the importance of personalization in CX, with Verhoef et al. (2015) arguing that personalized experiences can increase customer satisfaction and loyalty. This has led to the development of AI-powered personalization tools that can tailor interactions to individual customers based on their preferences and behavior.

2.4 How Artificial Intelligent Marketing Works

Artificial intelligence marketing software can more efficiently and effectively handle different tasks such as data analysis, content creation, content personalization, economic and consumer trend analysis, and media buying. Artificial intelligence marketing utilizes consumer data from both offline and online sources, coupled with concepts such as machine learning, in predicting what users are likely to do on websites or apps, hence enabling businesses to target specific users with personalized content on the right channel at the right time (Adobe Experience Cloud Team, 2022).

AI marketing tools can aid marketers in making easy data-driven marketing decisions. By rapidly generating and analyzing data, artificial intelligence can make several quick tactical choices that would have taken humans far more time and effort (Adobe Experience Cloud Team, 2022). To create value and offer good customer experiences, marketing managers need data on customers' buying motives, desires, acceptable price range, quality of products, types, and designs in vogue. These data banks will enable marketing management to make an informed decision on what exact goods and services to offer to their selected customer segment and at what price they will perceive as having the highest value over competitors' offerings. This will in turn improve their positive experiences with the company's offerings.

Using traditional methods to generate this information (customer data) takes a great amount of time and effort. Most times, before information will be generated and analyzed, consumers have moved on to a new set of desires and trends, whereby making the whole effort obsolete. But with the advent of Artificial Intelligence (AI) and its adoption in marketing, these customers' data can now be generated from their social media handles and internet usage at a very fast pace and in very large amounts, automatically analyzed and result given which speeds up decision making of marketing managers. That is why Arvind and Prithwiraj (2022) assert that AI can dramatically enhance the speed of processing marketing campaigns, reduce costs, and improve efficiency, and can most likely result in an increase in return on investment (ROI).

2.5 Different AI Marketing tools A Marketer Can Use to Enhance Value
There are different AI tools that marketers can use to enhance their strategies and achieve effective and efficient outcomes within the digital era. Most of these tools are very powerful and easy to use, whereby marketers adopting them shift the paradigm to a new level. These tools fall under different categories which will be explained below:

Facial Recognition App
Some businesses are experimenting with facial recognition to diagnose their customers' moods and, as a result, make appropriate product recommendations (Yang et al., 2021; Jain et al., 2020). An example of

Photo generating App
Most artificial intelligent apps can help marketers generate random faces which could be used for advertising rather than paying huge sums of money to celebrities or individuals to use their faces for advertising campaigns. An example of these apps is **Generated Photos** which is an AI algorithm that generates human faces and averters which are 100% unique human faces that you will never find anywhere online. The tool has already generated faces or could be used to generate a new face that a marketer can use for a marketing campaign rather than going to pay big modeling agencies which costs a lot. Hence these companies are cutting down on their expenses by generating real-life images with this tool. Already, some big firms and companies use this AI tool to generate faces that they can put on their websites and social media handles to promote their different products.

Inside the app, a marketer can generate Photos of different genders, ages, and races as they so desired to suit their marketing campaign. Let's say your marketing campaign is targeted at a younger audience, you can generate photos of youths and teenagers using this app, you can change the mood of the facial expression of the averter to be smiling or putting up an angry face if you so desire to suit your advertising message

Fig2: Random Generated Faces Using Generated Photo (These are not real human faces but AI generated).
Source: https://generated.photos/faces

From fig 2 above, the faces shown are not real human faces but computer-generated faces using artificial intelligence. A marketer can make different changes to the faces to suit the purpose of the marketing message. Hence costs can be cut by simply generating real human pictures for advertising campaigns rather than paying certain individuals such as influencers, models, actors etcetera to use their pictures for an advertising campaign.

Online Writing Virtual Assistant App

Marketers can leverage AI apps and tools which are online virtual writing assistants to help them create high-quality content online (content marketing). An example of such an app is **Rytr.me** which is an AI writing assistance that enables the creation of high-quality advertising messages online. A marketer can use this tool template to come up with a very good business idea pitch, write good business e-mails, use it to create a landing page, website copies, and so on. The app is very accurate and professional and will give a marketer high-quality content even if they want to use it to reply to a business message it will help design templates with quality responses to the message. Marketers can use the app to create their social media messages and caption their Instagram, The tools help save time for the marketer on write-ups that are tedious and time-consuming as it quickly generates content for them.

Next is **Grammarly** which is also an AI tool that helps an individual write online. For someone that English is not his or her first language, this AI tool when added to the computer browser can automatically help you with mistakes and ensure that every sentence is grammatically correct, and will show you all the letters you need to take out to make the sentence to make them make a lot more sense. This is powered by artificial Intelligence which will help you save lots of time. Hence a marketer that is writing content for blogging, writing e-mails, developing a web page etcetera. If a customer that is interested in a marketer's offering reads their e-mail and there are spelling mistakes, or grammatical errors, would not likely buy from that very marketer because they will think the company is unprofessional. Hence this tool can help marketers avoid such mistakes.

Voice Generating App

AI has made it possible to generate unique powerful voices through text, whereby all a marketer needs do is copy his or her marketing campaign messages and paste them on these tools which can convert the text to a clear and quality speech that could be heard by the audience. Today audiences do not like to stress much reading marketing messages, hence voicing has become a crucial tool for getting their attention to listen to the advertising messages. One of such text-to-voicing speech is **Play.ht** which is AI-powered text-to-speech software that generates real human voices after a text is entered into the appropriate box which is converted to a unique human voice male, female, or a child's voice tone. A marketer could use the app for voice-over, YouTube automation, and blog content. The audience will never know it's AI-generated because it sounds like actual human voices with a pulse where ever there is a full stop-and-comer. What is great about this app is that it is interchangeable with other apps where a marketer can copy messages from other apps and paste them into the voicing app while instantly converting the text to voicing on this app (Play.ht**).** The voices are very professional and clean.

Video Creation App

Content marketing in the form of video is trending in the digital space, and for fast and efficient creation of video content, AI tools such as **Invideo.io** helps in easily creating content online without stress, and no video editing skills are required with an easy drag-and-drop editor. A marketer can copy a text, paste it into the tool and easily create video content that can easily attract the attention of the new digital audience that now prefers to watch videos of promotion rather than read text. This is why the trend recently is that YouTube shorts have been gaining increased viewership; the same thing with TikTok, even Facebook is doing reels. Therefore, marketers getting software that can create for them within a few minutes gives them a lot of leverage since this is what the market wants right now. They want videos more than ever; people are not reading right now they are attracted to videos hence marketers can maximize this opportunity to offer them adverts in short video clips using AI video soft wears that create fast-quality video content for the audience. AI has made it easier to the extent a marketer does not need to be a professional video editor to use the tool in creating fast-quality video clips for the market audience.

2.6 Impact of AI Marketing on Customer Experience

The impact of AI marketing on customer experience has been a topic of interest in recent years. Several studies have shown that AI-powered personalization can significantly improve customer experience by providing tailored content, recommendations, and offers that are relevant to individual customers. For example, a study by Evergage (2018) found that 88% of marketers who use AI for personalization reported a measurable improvement in customer experience, while 63% reported an increase in customer engagement. AI marketing can also help companies to better understand customer behavior and preferences, by analyzing large amounts of data and identifying patterns and trends. This can enable companies to anticipate customer needs and proactively address issues before they become problems.

One study found that customers are more likely to engage with personalized content, with 80% of customers reporting that they are more likely to do business with a company that offers personalized experiences (Epsilon, 2018). Another study found that personalized product

recommendations based on AI algorithms can increase customer engagement and sales, with a 25% increase in click-through rates and a 35% increase in revenue per visitor (Barilliance, 2018). Additionally, AI-powered chatbots have been found to improve customer experience by providing quick and efficient responses to customer queries, reducing wait times, and improving satisfaction (Gartner, 2019). Another study found that AI-powered sentiment analysis can help companies better understand customer feedback and respond more effectively to customer needs and concerns, leading to improved customer satisfaction (Salesforce, 2020).

Overall, these findings suggest that AI marketing can significantly improve customer experience by providing personalized content, recommendations, and support that are relevant to individual customers, as well as insights into customer behavior and preferences. However, the use of AI in marketing also raises concerns about privacy and data protection, as well as the potential for bias and discrimination in algorithmic decision-making. To mitigate these risks, companies need to be transparent about their use of AI and ensure that they are using ethical and unbiased algorithms.

2.7 Factors Influencing the Impact of AI Marketing on Customer Experience
The impact of AI marketing on customer experience can be influenced by several factors, including the level of personalization, the type of AI technology used, and the ethical considerations involved.

The Level of Personalization
One key factor is the level of personalization provided by AI marketing. The level of personalization in a product or service looks at the degree to which it is tailored to the individual user's needs, preferences, and behavior. Personalization has become increasingly important in various domains, including e-commerce, social media, and healthcare, as it can improve user experience, satisfaction, and outcomes. The level of personalization in AI marketing can vary depending on factors such as the amount and type of data available, the complexity of the algorithms used, and the ethical and legal considerations. In this literature review, I will discuss some key studies on the level of personalization in AI marketing.

Studies have shown that highly personalized content and recommendations can have a significant positive impact on customer experience, while generic or irrelevant content can have the opposite effect (Evergage, 2018). One study by Zhang et al. (2019) investigated the effects of personalized advertising on consumer attitudes and purchase intentions. They found that personalized ads based on browsing behavior and demographics increased consumers' perceived relevance and trust, and that the effect was stronger for consumers with high product involvement. Another study by Lin et al. (2020) examined the effects of personalized recommendations on online reviews. They found that personalized recommendations based on sentiment analysis and user preferences improved the helpfulness and credibility of reviews, and that the effect was stronger for users with high social influence.

However, some studies have also identified potential challenges and risks of AI marketing personalization. For example, a study by Abdar and Al-Ebraheemy (2020) suggested that AI marketing personalization could lead to biases and discrimination if the algorithms are not transparent and accountable. Another study by Wu et al. (2021) found that excessive

personalization could result in privacy concerns and mistrust, and that consumers preferred a moderate level of personalization that respected their privacy and autonomy.

To address these challenges, some researchers have proposed ethical and legal frameworks for AI marketing personalization. For example, a study by Martin et al. (2020) suggested that AI marketing personalization should be guided by principles such as transparency, accountability, fairness, and user control. Another study by Hirsch and Nakhleh (2021) proposed a framework for AI marketing personalization that balances between personalization benefits and ethical considerations, and that takes into account factors such as data minimization, user consent, and algorithmic transparency.

These studies above on the level of personalization in AI marketing suggest that it can have both benefits and risks, depending on various factors such as the type of data, the complexity of the algorithms, and the ethical and legal considerations. Therefore, it is important for AI marketers to carefully consider the appropriate level of personalization that meets users' needs and preferences while respecting their privacy and autonomy.

The Type of AI Technology Used
Another factor is the type of AI technology used, with some studies suggesting that certain types of AI, such as deep learning algorithms, may be more effective at predicting customer behavior and preferences than others (Gartner, 2020). The type of AI technology used in marketing can have a significant impact on the level and effectiveness of personalization. Different AI technologies, such as machine learning algorithms, natural language processing, and chatbots, have unique capabilities and limitations that can affect how they are used in marketing.

One study by An et al. (2020) investigated the use of AI chatbots in customer service. They found that chatbots based on natural language processing and machine learning algorithms were effective in resolving simple customer inquiries and reducing response time, but that they were less effective in handling complex inquiries and building customer trust. Another study by Wirtz et al. (2020) examined the use of AI in service encounters. They found that AI-based personalization technologies such as recommender systems and customer analytics improved service quality and customer satisfaction, but that they required careful design and implementation to avoid privacy and ethical concerns.

In addition to these studies, some researchers have also explored the use of AI technologies in specific marketing contexts, such as advertising and social media. For example, a study by Wu et al. (2021) examined the use of AI in personalized advertising. They found that AI-based advertising techniques such as programmatic advertising and retargeting were effective in increasing ad relevance and engagement, but that they raised privacy concerns and required transparent and accountable algorithms. Another study by Kim and Song (2020) investigated the use of AI in social media marketing. They found that AI-based sentiment analysis and content recommendation systems improved brand engagement and customer loyalty, but that they required careful monitoring to avoid biases and misinformation.

To address the challenges and opportunities of AI technology in marketing, some researchers have proposed guidelines and frameworks for responsible AI use. For example, a study by Verhoef et al. (2019) suggested that AI in marketing should be used to augment human creativity and empathy, rather than replace them, and that it should be designed and evaluated with ethical and social considerations in mind. Another study by O'Neil (2016) proposed a framework for ethical AI design that emphasizes transparency, fairness, and accountability.

The literatures above suggest that different technologies have unique capabilities and limitations that can affect the level and effectiveness of personalization. Therefore, it is important for marketers to carefully consider the appropriate use of AI technologies that meet users' needs and preferences while respecting their privacy and autonomy.

The Ethical Considerations Involved

However, the impact of AI marketing on customer experience also depends on ethical considerations, such as transparency, privacy, and bias. Customers may be hesitant to share personal information with companies if they are not confident that their data will be used ethically and responsibly (Salesforce, 2020). Similarly, biased or discriminatory algorithms can lead to negative customer experiences and damage brand reputation (Kleinberg et al., 2018).

The use of artificial intelligence (AI) in marketing presents numerous ethical considerations that must be carefully addressed to ensure the responsible and ethical use of these technologies. Some of the key ethical issues associated with AI in marketing include privacy, transparency, fairness, accountability, and bias as stated above. One study by Turel and Cavarretta (2020) examined the ethical implications of AI in marketing. They found that ethical issues such as privacy, bias, and transparency were crucial considerations in the design and implementation of AI marketing strategies. Another study by Li, Wang, and Zheng (2019) explored the ethical implications of AI-based personalization in marketing. They found that ethical concerns such as transparency, trust, and data protection were critical factors in determining the success and adoption of AI-based personalization technologies.

In addition to these studies, some researchers have proposed frameworks and guidelines for ethical AI use in marketing. For example, a study by Verhoef et al. (2019) suggested that AI in marketing should be designed and evaluated with ethical and social considerations in mind, and that it should be used to augment human creativity and empathy, rather than replace them. Another study by Borenstein and Salinas (2019) proposed a framework for ethical AI design in marketing that emphasizes transparency, fairness, and accountability.

To address the challenges and opportunities of ethical AI use in marketing, some researchers have also proposed concrete solutions and tools. For example, a study by Beier and Spiegelhalter (2019) proposed a decision support system for ethical AI design that enables users to evaluate and compare the ethical implications of different AI technologies and applications. Another study by Mittelstadt et al. (2019) developed a checklist for ethical AI design in marketing that includes considerations such as data protection, fairness, and accountability.

Conclusively, ethical considerations involved in AI marketing suggest that marketers must carefully address ethical issues such as privacy, transparency, fairness, accountability, and bias to

ensure the responsible and ethical use of AI technologies. Therefore, it is important for marketers to adopt frameworks and guidelines for ethical AI design and to leverage concrete solutions and tools that enable them to evaluate and compare the ethical implications of different AI technologies and applications. To ensure that AI marketing has a positive impact on customer experience, companies need to be transparent about their use of AI and ensure that they are using ethical and unbiased algorithms. Companies should also consider the potential risks and benefits of AI marketing, and prioritize the interests and needs of their customers above their own business goals (Gartner, 2020).

3.1 Artificial Intelligence Marketing As a Way Forward to Better Customer Experience Management in Nigeria

Artificial intelligence (AI) marketing has the potential to revolutionize customer experience management in Nigeria. With a population of over 200 million people and a rapidly growing digital economy, there is a huge market for businesses that can provide personalized and efficient customer experiences. One key advantage of AI marketing for Nigerian businesses is its ability to provide personalized recommendations and messages to customers based on their preferences and behavior. This can lead to higher levels of customer satisfaction and loyalty, as customers feel that businesses understand their needs and preferences. Another advantage of AI marketing for Nigerian businesses include is its ability to automate routine tasks such as customer service inquiries, freeing up time for businesses to focus on more complex and strategic tasks. This can lead to increased efficiency and cost savings, as businesses can operate more effectively with fewer resources.

However, there are also challenges associated with implementing AI marketing in Nigeria. One key challenge is the lack of infrastructure and resources, as many businesses may not have access to the necessary technology and expertise to implement AI marketing effectively. Another challenge is the need to ensure data privacy and security, as AI marketing relies heavily on customer data and there are concerns about how this data is being collected and used.

Despite these challenges, there are already examples of businesses in Nigeria that are using AI marketing to enhance customer experience management. For example, some e-commerce platforms are using AI algorithms to provide personalized product recommendations to customers, while some banks are using chatbots to automate customer service interactions. Some examples of e-commerce platforms in Nigeria that are using AI algorithms to provide personalized product recommendations to customers:

Jumia: this is one of the largest e-commerce platforms in Nigeria, offering a wide range of products including electronics, fashion, and home appliances. The platform uses AI algorithms to analyze customer behavior and preferences, and provide personalized product recommendations based on this analysis.

Konga: is another popular e-commerce platform in Nigeria, offering a range of products including electronics, fashion, and beauty products. The platform uses AI algorithms to analyze customer behavior and provide personalized product recommendations based on this analysis.

PayPorte: is a fashion and lifestyle e-commerce platform in Nigeria, offering a range of clothing, accessories, and beauty products. The platform uses AI algorithms to analyze customer behavior and preferences, and provide personalized product recommendations based on this analysis.

Mall for Africa: is an online shopping platform that allows customers in Nigeria to purchase products from international retailers. The platform uses AI algorithms to analyze customer behavior and provide personalized product recommendations based on this analysis.

These are just a few examples of e-commerce platforms in Nigeria that are using AI algorithms to provide personalized product recommendations to customers. As AI technology continues to develop, it is likely that more businesses in Nigeria will adopt these strategies to enhance the customer experience. To fully realize the potential of AI marketing in Nigeria, it is important for businesses to invest in the necessary infrastructure and expertise, as well as to address concerns about data privacy and security. With the right approach, AI marketing can help businesses in Nigeria provide more personalized and efficient customer experiences, leading to increased customer satisfaction and loyalty.

3.2 Conclusion

In conclusion, the adoption of artificial intelligence marketing in Nigeria has the potential to significantly improve marketing efficiency, customer engagement, and business profitability. Through AI-powered personalization, predictive analytics, and conversational interfaces, companies can provide a tailored, seamless and engaging experience for their customers. It helps marketers reduce costs in advertising campaign design by using AI programs to design and produce unique advertising campaigns without having to spend a huge amount of money on celebrity endorsers, content creators, and others. AI can also help businesses better understand their customers' behavior and preferences, leading to more effective marketing strategies and increased customer satisfaction. However, businesses need to use AI responsibly and transparently, ensuring that customers' privacy and data are protected. Overall, AI is a powerful tool that, when used correctly, can help businesses deliver exceptional customer experiences and gain a competitive edge in the market.

3.3 Recommendations

Here are some recommendations for artificial intelligence marketing adoption in Nigeria:

1. **Increase awareness**: One of the first steps in adopting artificial intelligence marketing in Nigeria is to increase awareness and understanding of its potential benefits. This can be done through training programs, workshops, and seminars for marketing professionals and business owners.

2. **Invest in infrastructure**: To effectively adopt artificial intelligence marketing, businesses will need to invest in the necessary infrastructure, such as hardware and software systems. This may require a significant financial investment, but the long-term benefits of AI marketing can justify the costs.

3. **Leverage existing data**: Nigeria has a wealth of consumer data available through various channels, such as social media, mobile devices, and e-commerce platforms. Businesses can leverage this data to improve their marketing efforts through AI-powered data analytics and personalized marketing campaigns.

4. **Develop AI-powered chatbots**: AI-powered chatbots can help businesses improve customer engagement, customer service, and lead generation. Nigerian businesses can develop chatbots that are tailored to local languages and cultural norms, which can help increase customer satisfaction.

5. **Collaborate with AI vendors**: There are several AI vendors and service providers in Nigeria and around the world that specialize in AI marketing solutions. Businesses can collaborate with these vendors to develop customized AI marketing solutions that meet their specific needs.

6. **Address ethical and privacy concerns**: As with any technology, there are ethical and privacy concerns associated with AI marketing. Nigerian businesses should be transparent about how they are using AI to collect and analyze data, and they should take steps to protect consumer privacy and data security.

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