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Research Article

The Influence of Artificial Intelligence on Marketing Activities of Businesses in the Marketing - Communication - Events Industry in Ho Chi Minh City: Literature Review

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ABSTRACT

Artificial Intelligence (AI) has become one of the most disruptive technologies of the 21st century, deeply affecting many fields, from healthcare, education to business and marketing. AI not only helps to increase work efficiency but also opens new possibilities in data analysis and processing. The rapid development of AI has revolutionized the way businesses approach and interact with customers. Artificial Intelligence Marketing (AIM) applies AI technology to automate the management of big data and information related to the Marketing Mix, thereby creating more effective and innovative marketing solutions. AIM uses advanced technology to perform and automate key marketing processes, helping to improve the efficiency and accuracy of marketing activities. This study focuses on analyzing the impact of AI on marketing activities of businesses in the field of marketing, communication and events in Ho Chi Minh City. By systematizing the theoretical basis and summarizing related studies, the study has proposed a theoretical model on the impact of AI on marketing activities. In addition, the study also provides managerial implications to promote the application of AIM in Vietnamese businesses, helping businesses create outstanding differences compared to competitors and prepare for challenges in a dynamic market.

Keywords: Artificial Intelligence, marketing activities of businesses in the Marketing – Communication Events industry, Ho Chi Minh City.

1. INTRODUCTION

AI is one of the disruptive technologies that enables machines to mimic human cognitive functions such as problem solving and decision making in an autonomous manner (Pavaloiu, 2016; Kose & Sert, 2016). AI not only relies on existing experience and knowledge but also learns and refines itself to adapt to changes in the business environment, which is not possible with traditional marketing methods (Devang et al., 2019; Capatina et al., 2020). AIM uses AI to automate the management of big data and information related to the Marketing Mix to create useful solutions, AIM uses technology to execute and automate marketing processes (Capatina et al., 2020). Such capabilities allow AIM to go further in personalizing each customer to understand their needs and desires, allowing such features that were not possible in the past to now become a reality. AI has dramatically changed marketing channels and methods, helping to automate data management, personalize customer experiences, and improve customer interaction efficiency (Yau et al., 2021). In particular, in the Marketing - Communications - Events industry, AI has become a necessary tool, enabling businesses to increase competitiveness and improve customer relationships (Vu, 2022). The application of AI in Marketing is an essential advantage that allows combining AI technology with customer experience and brand data to provide highly accurate insights into customer journeys and market trends. This study aims to systematize the theoretical basis and overview of related research as a basis for proposing a model of AI's impact on Marketing activities of businesses in the Marketing - Communication -

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Events industry in Ho Chi Minh City, thereby proposing management implications to help businesses optimize the application of AI in Marketing. The uniqueness of this topic lies in the systematization of theoretical concepts related to the factors of AI that impact the marketing activities of businesses in the fields of marketing, communications and events in Ho Chi Minh City. This study not only builds a model of influencing factors, but also emphasizes the role of customer experience as an intermediary variable, creating something new and attractive in the proposed model.

2. LITERATURE REVIEW

2.1. Concept

2.1.1. Artificial Intelligence (AI)

Today, there are many different definitions of AI, as well as a lot of debate about this definition such as AI is the science of studying brain activities through computational models (Rust & Huang, 2014). Besides, AI is also the ability of a model to accurately read sensor data, learn from that data, and use that knowledge to complete specific goals and tasks through flexible adaptation (Haenlein & Kaplan, 2019). Artificial intelligence is the ability of machines to adapt to new situations, solve emerging situations, solve problems, answer questions, map devices, and perform many other functions that require some level of intelligence - clearly demonstrated in humans (Loureiro et al., 2021). AI refers to the ability of machines to learn from experience, adjust to new inputs, or perform tasks that human minds typically perform, such as visual perception, speech recognition, decision making, and translation between languages (Guenduez & Mettler, 2023). Thus, from the above definitions we can draw a general definition that artificial intelligence or artificial intelligence is the intelligence displayed by any artificial system, the ability of a system to automate, learn automatically and adapt to new situations.

2.1.2. Factors of AI application in Marketing - Communication - Events industry

2.1.2.1. Natural language processing

Applied in the field of marketing, natural language processing **(**NLP) analyzes big data about consumer behavior and preferences, thereby creating personalized advertising messages and conveying them through various forms of media such as images, videos, text and direct interaction with each user. Applied in content planning, NLP can gain a deeper understanding of customer emotions and reactions. This is done by analyzing comments and interactions on social networking sites, helping to clearly identify what consumers love or dislike (Sun et al., 2022). NLP is also an important technology for AI as it allows computers to understand and generate text in natural language, helping computers interact and understand human language (Tunca et al., 2023). By using data from online conversations and feedback, NLP suggests appropriate changes to marketing and content creation, aiming to create advertising messages that more accurately reflect consumer preferences. This allows businesses to optimize their content strategy for best results.

2.1.2.2. Machine learning

Machine learning (ML), widely used in AI platforms, has become an integral part of our digital landscape, influencing various aspects of our daily lives (Chen & Zhai, 2023). Instead of simply following specific pre-programmed rules, machine learning allows computers to “learn” from samples of input data and find patterns, regularities, or models hidden in that data. The rapid advancement of AI and ML technologies has not only changed the way we interact with digital platforms but also raised fundamental questions about the social implications of these technologies (Pataranutaporn et al., 2021; Rahman et al., 2023). Notably, users are increasingly concerned about the impact of AI on productivity and creativity on online video platforms. As video content becomes increasingly important to consumers’ online experiences, it is important to understand the overall impact of AI on online video platforms and the creative industry as a whole (Fuchs, 2023; Meyer et al., 2023). ML can automate repetitive tasks in the video production process, such as cutting footage, color grading, and even selecting the best scenes to use, thus easing the workload on content producers. They can also assist with data processing and analysis, creating special effects, or creating rapid versions of videos, saving creators time and effort, allowing them to focus on new aspects of content development.

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2.1.2.3. Auto-generated content

AI technology automatically generates content based on synthetic algorithms, without direct human intervention. These algorithms learn from available data to create new content, simulating content created by humans (Wessel et al., 2023). AI is capable of generating text, images, and videos based on pre-defined parameters and data. In addition to content generation, AI-powered tools also automatically perform content editing and enhancement, including video editing, image enhancement, and text summarization (Pellas, 2023). The impact of AI technology in automated content generation can change the way content is produced and consumed online. It increases productivity by providing powerful creative tools and automating some parts of the content creation process. However, it raises questions about the quality and authenticity of automated content, along with its potential to replace human roles (Wessel et al., 2023).

2.1.2.4. Trend analysis and prediction

AI technology can assist in data analysis when creating content in a variety of ways. For example, using natural language processing algorithms to analyze text, helping to recognize patterns and insights from social media reviews or other types of user-generated content (Abid et al., 2020). AI can offer many potential advantages when it comes to automating data analysis and information processing. At the same time, applying AI to market research and analysis is one of the areas where this technology can assist in the content creation process (Murár & Kubovics, 2023). This helps to identify trends and sentiments related to a particular topic or brand. AI technology can be used to analyze and understand user sentiments, thereby personalizing content. This represents the application of artificial intelligence to analyze user data and generate advertising content (Gao et al., 2023).

2.1.2.5. Content personalization

AI-based technology has brought many benefits to creating personalized video ads. The process of creating personalized video ads based on each user's shopping history allows AI to create realistic brand images and tailor advertising content according to the user's personal data (Kapoor & Kumar, 2023). AI technology is tailored to meet the specific needs of users, providing more accurate and personalized advertising content. AI's intervention in creating advertising content is mainly in personalization, including various media formats such as images, audio, and video. AI algorithm-based virtual assistants and recommendation systems create a positive impact by analyzing data on user behavior, recommending products and services that match their personal preferences. This improves the relevance and effectiveness of advertising messages, while increasing user engagement and satisfaction (Gao et al., 2023). For example, Chat GPT AI tools can analyze language, behavior, and data to recommend the most suitable options to potential customers. AI tools can also generate highly personalized content, recommend products, experiences, and offers at the right time (Kshetri et al., 2023). They support the delivery of personalized content and product recommendations closely related to each customer's unique needs and preferences.

2.1.3. Marketing activities of businesses in the marketing - communication - event industry

Traditional Marketing methods focus on identifying competitive advantages and improving financial benefits, while traditional Marketing capabilities focus on enhancing customer relationships (Capatina et al., 2020; Vu, 2022). Although building deeper understanding, relationships and services for individual customers is important, traditional marketing tends to only know the point of purchase and misses the details and touchpoints of each customer, is not scalable and cannot consider all the instances when a customer comes into contact with a brand or its products (Tiwari et al., 2020; Ho, 2021), the comprehensiveness of customer relationships, including customer trust, satisfaction, commitment, engagement and loyalty, has made traditional marketing ineffective in improving customer relationships and this warrants the need for AI to bridge the gap (Devang et al., 2019; Capatina et al., 2020; Vu, 2022). AIM uses AI to automate the management of big data and information related to the Marketing Mix to create useful solutions, AIM uses technology to execute and automate Marketing processes (Devang et al., 2019; Capatina et al.). Such capabilities allow AIM to go further in demonstrating personalization so that each customer understands his or her needs and desires, allowing such features that were not possible in the past to now become a reality. The importance of AIM has become an essential tool and is quickly becoming a part of most businesses to create, popularize and apply in Marketing activities. Therefore, AIM is taking on a bigger role with the advent of intelligent tools and general AI such as Chat GPT, creating countless opportunities for Marketing teams to perform their work more effectively. Applying AI in Marketing is an essential advantage that allows combining AI

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technology with customer experience and brand data to provide highly accurate insights into customer journeys and market trends, AI technologies such as NLP, ML, sentiment analysis and other technologies guide decision making, creating a superior differentiation from competitors and being ready for the challenges of a dynamic market.

2.1.4. Customer Experience

AI technology also includes machine learning and natural language understanding and processing, providing qualitative feedback on customer sentiment, and retailers can improve the customer experience by promoting the company's competitive advantages (Saponaro et al., 2018). Marinchak et al. (2018) argue that consumers expect a personalized, seamless shopping experience, where relevant and curated product recommendations from a wide inventory are offered and purchased easily and delivered smoothly. Restructuring marketing departments, redefining roles, reimagining processes, and integrating software into every function and at every step of the customer journey all contribute to improving, if not optimizing, customer service and experience. Song et al. (2022) argue that AI becomes intelligent by understanding and replicating human movements, responding, and providing solutions. Therefore, as mentioned earlier, AI-powered interaction and experience integration can enhance the quality of customer experience.

2.2. Theoretical foundation

2.2.1. Incorporating the technology acceptance model (TAM) and the technology–organization–environment model (TOE)

In a study on the application of the technology acceptance model (TAM) combined with the technology–organization–environment model (TOE), Na et al. (2022) pointed out that when studying AI applications in construction businesses, they discovered the factors that influence users' intention and acceptance of AI technology. The research results showed that technological factors, along with external variables and personal characteristics, had a positive impact on end users' perceptions of usefulness and ease of use when adopting AI technology. The study was conducted based on the theoretical synthesis of TAM and TOE model. Technological, organizational, and environmental factors were considered to assess the influence on the decision to adopt AI in businesses. The results show that technological factors play an important role in shaping technology acceptance, while environmental factors, such as the influence of external factors, can cause distraction and reduce the level of acceptance. This study has made an important contribution in clarifying the impact of organizational and technological factors on AI adoption, and emphasized that to effectively use AI technology, businesses need to focus on developing and investing in organizational factors and technological infrastructure.

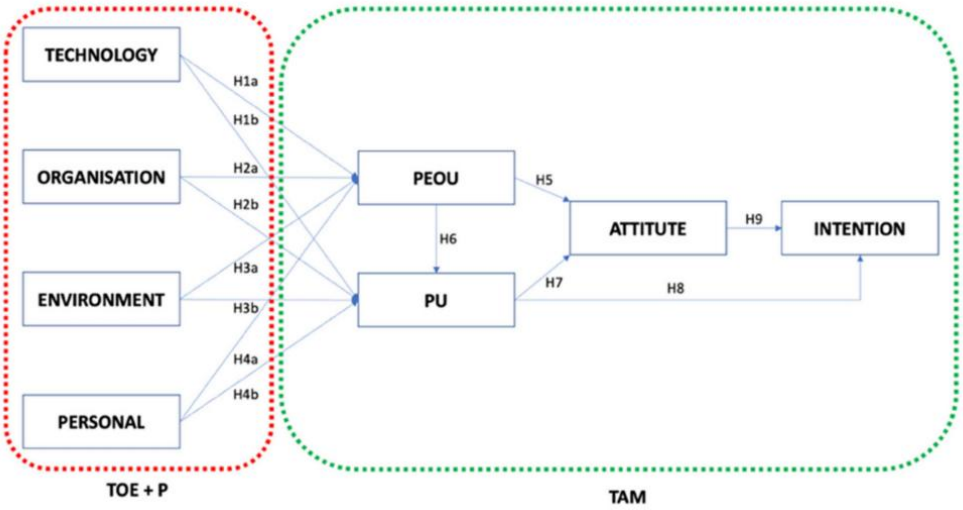

Figure 1: Incorporating TAM and TOE Model

Source: Na et al. (2022)

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2.2.2. Unified Theory of Acceptance and Use of Technology 2 (UTAUT_2)

According to Yin et al. (2023), the extent to which creative professionals perceive and accept this new technology remains to be determined. By integrating the extended model of the Unified Theory of Acceptance and Use of Technology (UTAUT2), the study further incorporated the aspect of AI anxiety into the analytical framework. Regression analysis showed that acceptance and intention to use Generative AI can be predicted by factors including performance expectancy, social influence, hedonic motivation, habit, and AI anxiety, while effort expectancy, facilitating conditions, and value/price cannot predict user intention in the current situation. The results showed that participants in the creative and cultural economy industries tend to use Generative AI, even when experiencing anxiety about learning AI. Participants with relatively high levels of education are likely to be more persistent and stable when faced with AI-related situations, as they are less likely to withdraw from future use despite experiencing fear about Generative AI products, and they are also less likely to become addicted to Generative AI tools despite all its advantages.

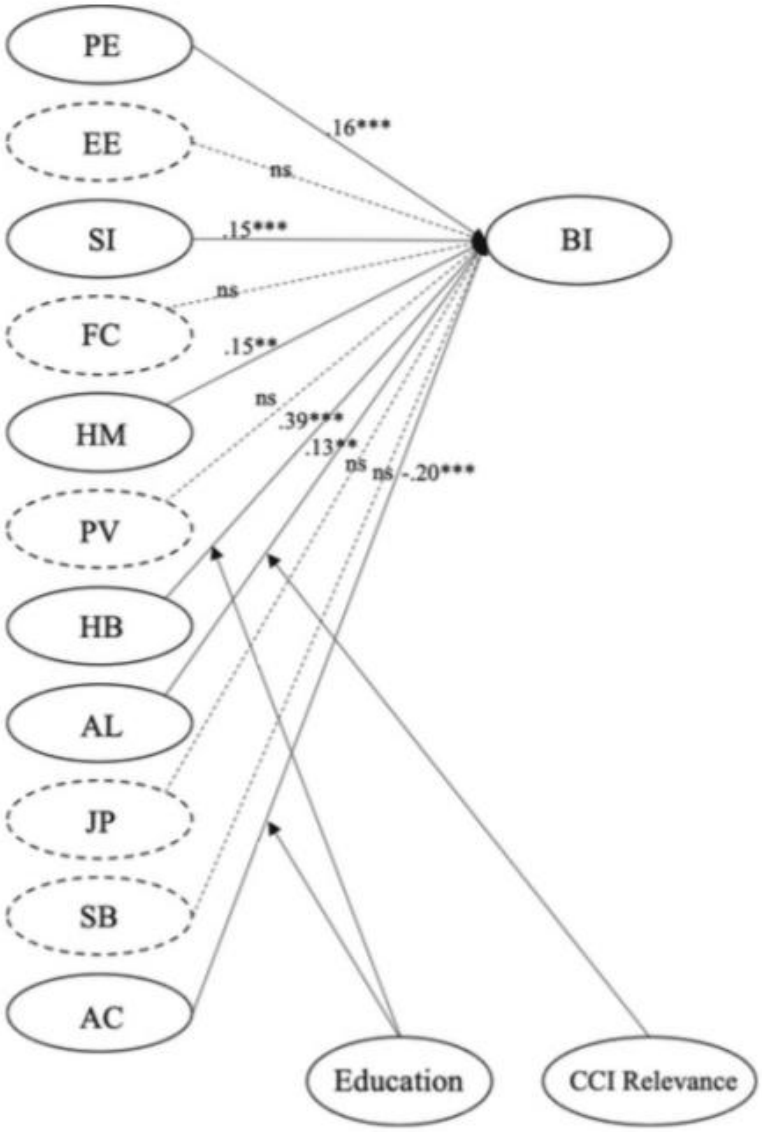

Figure 2: The role of AI anxiety in the UTAUT2 Model

Source: Yin et al. (2023)

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3. SOME PREVIOUS RESEARCHS RELATED TO THE RESEARCH TOPIC

Marinchak et al (2018) study discusses the impact of AI on marketing management and customer experience. AI is changing the way businesses do marketing, from collecting data, analyzing customer behavior to personalizing experiences and building effective marketing strategies. By using technologies such as natural language processing and machine learning, AI can provide insights into customer needs and preferences, helping businesses predict consumer trends. Furthermore, AI also supports the automation of marketing processes, minimizing human errors and increasing efficiency. Therefore, the application of AI not only improves customer experience but also creates a sustainable competitive advantage for businesses.

Dimitrieska et al. (2018) in their study "Artificial Intelligence and Marketing" discussed the application of AI in marketing, focusing on predicting customer behavior and optimizing marketing campaigns through the core elements of big data, machine learning, and powerful solutions. AI can be used to analyze data, identify trends, and make accurate predictions about customer needs and behavior. Businesses can use AI as an effective tool to better understand customers, make informed decisions, and increase marketing effectiveness.

Devang et al. (2019) discusses the applications of AI in marketing. The study covers five key areas where AI can benefit businesses, including: market segmentation, personalization, automation, data analytics, product development. AI is a potential tool to help businesses improve their marketing and create competitive advantages. However, to apply AI effectively, businesses need to have the right strategies and processes, as well as invest in employee training and infrastructure. In addition, monitoring and evaluating the effectiveness of AI applications in practice is also essential to timely adjust strategies. In particular, the ability to personalize through AI helps businesses provide unique experiences for each customer, thereby improving satisfaction and loyalty. Automating marketing processes allows saving time and resources, helping businesses focus on more strategic activities. In addition, AI's powerful data analysis supports businesses in identifying market trends and developing appropriate products, thereby increasing competitive efficiency.

Mitic (2019) discusses the benefits of AI and ML in marketing. AI helps businesses segment markets more effectively, personalize marketing messages, automate customer interactions, and optimize marketing campaigns. Businesses use AI to increase marketing efficiency and attract customers. However, businesses need to invest in training and development to apply AI effectively. Integrating AI into marketing strategies not only improves customer experience but also enhances competitiveness in an increasingly competitive market. At the same time, businesses also need to pay attention to data security and customer privacy to build trust and credibility among consumers.

Theodoridis & Gkikas (2019) analyzed the impact of AI on digital marketing through four main areas: analyzing customer data to accurately predict behavior and optimize marketing campaigns, personalizing marketing messages and products - services based on the needs of each customer, automating marketing tasks such as email management, chatbots, advertising... to save time and costs, supporting increased customer interaction to better support customers and build long-term relationships.

Pham (2021) stated that the integration of AI into marketing brings a new marketing method, helping businesses effectively utilize customer data to understand their next behavior, improve customer experience, make optimal marketing decisions and enhance competitiveness at relatively low cost. This combination not only helps businesses identify consumer trends but also creates personalized content, increasing customer engagement with the brand. Furthermore, AI also supports in analyzing and predicting the performance of marketing campaigns, thereby helping businesses adjust strategies flexibly and promptly.

Ho (2021) studies the role and potential of AI in the field of art, especially painting in Vietnam. The study mentions a painting whose author is an AI algorithm that was successfully auctioned and sold at a prestigious auction house, as well as the development of computer technology and its power in image processing and the influence of this technology on the fields of cinema and video games. AI is also opening up new opportunities in art marketing, helping artists and exhibitors reach a wider audience by analyzing consumer behavior and preferences, thereby optimizing their marketing strategies.

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Verma et al. (2021) studied the application of AI in marketing, classified into 5 areas: market segmentation, targeting, customer relationship management, product development and performance measurement. AI brings many benefits to marketing to personalize customer experience, automate, predict trends and create content, but it is necessary to solve the challenges of capacity, ethics and investment costs for AI to truly bring effectiveness to businesses' marketing campaigns. Businesses need to assess their existing capabilities and invest in technology and human resources to fully exploit the potential of AI. In addition, ensuring transparency and fairness in the use of AI is also an important factor in building trust from customers and creating a solid foundation for development.

Vu (2022) introduced the basic concepts of AI and digital marketing, mentioned specific applications of AI in the field of marketing as well as emphasized the role of AI in creating and managing content, building and developing customer relationships, and optimizing web search. In addition, the author also pointed out that AI has the ability to analyze big data to identify trends and consumer behavior, thereby helping businesses make more accurate marketing decisions. Moreover, applying AI in marketing not only saves time but also enhances personalization in each promotional campaign, thereby creating a better experience for customers.

Pham et al. (2023) studied the combination of ChatGPT model with other artificial intelligence technologies to create short-videos automatically quickly and with high quality for use on social networking platforms in Vietnam, which can help social media content creators create short-videos more effectively. The generated short videos include automatic scripting, converting text into images, videos, voices and speakers. Research shows that applying AI research to the video production process not only saves time but also enhances creativity and viewer engagement. Furthermore, with the ability to personalize content, these videos can better meet the needs of different imaginary audiences. This not only helps improve communication efficiency but also enhances the ability to interact and connect with consumers across platforms.

4. PROPOSED RESEARCH MODEL AND RESEARCH HYPOTHESES

By understanding the theoretical basis and reviewing research topics of domestic and foreign authors related to the research topic, in this study the authors have inherited and developed previous research topics of authors such as Marinchak et al (2018); Dimitrieska et al. (2018); Devang et al. (2019); Mitic (2019); Theodoridis & Gkikas (2019); Pham (2021); Ho (2021); Verma et al. (2021); Vu (2022); Pham et al. (2023);... Besides, the authors combine the underlying theory of the TAM and TOE models (Na et al., 2022) and the role of AI anxiety in the UTAUT2 model (Yin et al., 2023) to develop a model image "The influence of AI on marketing activities of businesses in the marketing - communication – events industry in Ho Chi Minh City". This model includes five elements of AI, including Natural language processing, Machine learning, Auto-generated content, Trend analysis and prediction, and Content personalization, which impacts the effectiveness of marketing activities of businesses, through the intermediary factor of customer experience.

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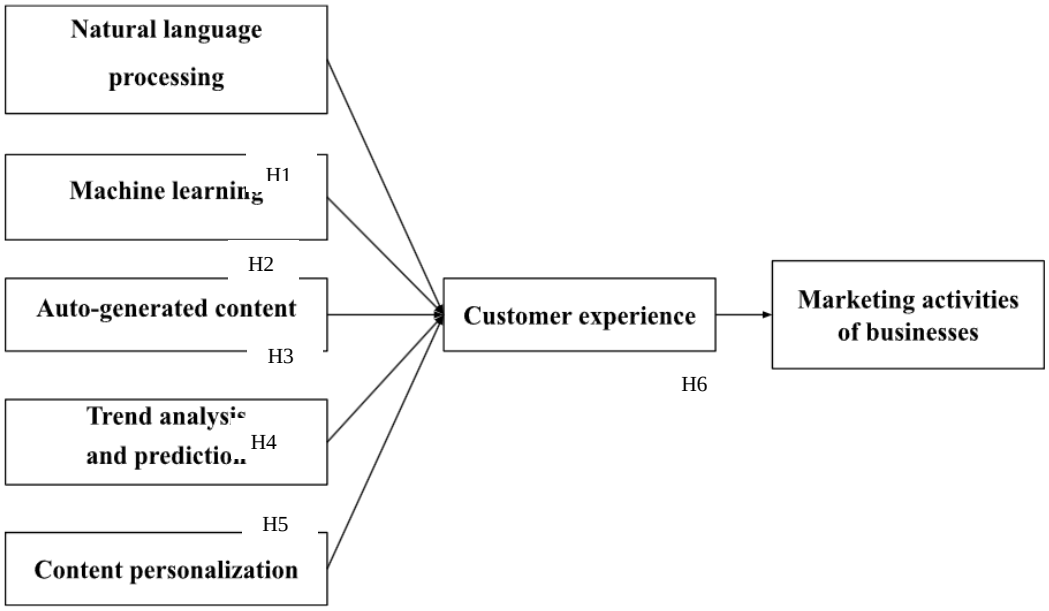

Figure 3: Proposed research model

H1: *Natural language processing positively impacts customer experience.*

H2: *Machine learning positively impacts customer experience.*

H3: *Automated content creation positively impacts customer experience.*

H4: *Trend analysis and prediction have a positive impact on customer experience.*

H5: *Content personalization has a positive impact on customer experience.*

H6: *Customer experience has a positive impact on the marketing activities of businesses in the Marketing - Communication - Events industry.*

5. CONCLUSION AND FUTURE RESEARCH DIRECTIONS

5.1. Conclusion

This review paper inherits previous studies to investigate the factors of AI affecting the marketing activities of businesses in the Marketing - Communication - Events industry in Ho Chi Minh City, in which Customer Experience is an important intermediary variable. There are 37 referenced studies to establish a theoretical framework and propose a conceptual framework on Factors of AI application in Marketing - Communication - Events industry, including Natural language processing, Machine learning, Auto-generated content, Trend analysis and prediction, and Content personalization, on the effectiveness of marketing activities of businesses, through the intermediary factor of customer experience. The conceptual framework is based on models in eight major theoretical studies, and this study provides a proposed model to help businesses in the field of Marketing effectively apply AI. Specifically, when customer experience is optimized, the effectiveness of business marketing activities will be improved. This study also proposes implications and suggestions to help businesses and managers in the field of Marketing - Communication - Events improve business strategies and effectiveness of AI application in the digital age. This study does not focus on just one factor but explores multiple AI applications in content optimization, trend analysis, and marketing process automation. Therefore, business managers can refer to this conceptual model to orient their strategies and improve marketing performance through the application of AI, bringing competitive differentiation in an increasingly digital market.

5.2. Future research directions

This literature review may be useful for businesses in the marketing, communications, and events industry. The application of AI in marketing activities can improve the effectiveness of business marketing activities. This study

proposes some implications and suggestions to help businesses and managers in the Marketing - Communications - Events industry improve service quality and business efficiency.

a) There are still many practical factors that need to be considered regarding the impact of artificial intelligence applications on the marketing activities of businesses. Factors such as customer psychology, preferences, and technology usage trends need to be carefully studied to optimize marketing strategies.

b) The selection of the group of businesses in the Marketing - Communications - Events industry for the survey is a unique feature of the study. Therefore, the conceptual framework in this study can be applied not only to businesses in the industry but also to all businesses that are implementing AI-based marketing solutions in Ho Chi Minh City.

c) Propose some implications on the application of artificial intelligence to support businesses and managers in the Marketing - Communication - Events industry to improve customer experience, thereby enhancing the effectiveness of marketing activities. Managers can refer to this conceptual framework to develop more creative and effective marketing strategies, especially in leveraging artificial intelligence to enhance consumer engagement.

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