Chapter 1
Artificial Intelligence and Customer–Centric Marketing in Driving Sustainable Business in the Digital Age

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ABSTRACT

This paper focuses on the role of Artificial Intelligence (AI) in revolutionizing digital marketing practices, particularly in creating customer-centric strategies that support sustainable business practices. It examines how AI tools, such as machine learning, chatbots, and data analytics, are used to personalize marketing efforts, improve customer engagement, and drive sustainable business growth. The study also analyzes the ethical considerations and challenges of using AI in digital marketing, particularly regarding data privacy and customer trust, and explores how businesses can maintain transparency while benefiting from AI technologies.

INTRODUCTION

This study explores the role of Artificial Intelligence (AI) is changing digital marketing, with a special focus on customer-centered strategies that help businesses grow in a sustainable way. It explores how Amazon Saudi Arabia uses AI tools such as machine learning, chatbots, and data analytics to make marketing more personal, increase customer engagement, and support long-term business success.

The research uses a qualitative method, mainly through a case study approach. It relies on secondary data from industry reports, academic studies, and real-world examples of AI use. This helps give a full picture of how AI is being used in business today.

The study also looks at important ethical issues like data privacy, bias in AI algorithms, and building customer trust (Stanciu et al., 2021). It highlights how companies can enjoy the benefits of AI while also acting responsibly. The goal is to give useful insights into how businesses can use AI in marketing effectively, while staying transparent and ethical (Aldoseri et al., 2024).

Artificial Intelligence (AI) in Digital Marketing

Artificial Intelligence (AI) means using smart computer tools like machine learning, language understanding, and data analysis to help with digital marketing. These tools help businesses save time by doing some jobs automatically, talk to customers in a more personal way, and learn useful things from large amounts of data.

For example, in retail companies like Amazon Saudi Arabia, AI is used in different ways. Chatbots help answer customer questions quickly, product recommendation tools suggest items customers might like, and prediction tools help manage stock better.

These AI tools help businesses understand what customers want, create better marketing plans, and grow in a successful and long-lasting way (Khan et al., 2024).

Artificial Intelligence (AI) has changed digital marketing by making it more efficient, more personal, and better at connecting with customers. AI tools help businesses study large amounts of data, understand what customers might do next, and automate different marketing tasks. By using AI, marketers can improve their plans, give customers a better experience, and help their business grow (Malik et al., 2024).

Below are some key applications of AI in digital marketing.

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