


Chapter 2

The Evolution of Marketing Strategy: Redefining the Marketing Mix with Artificial Intelligence (AI) – The 8As Framework

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ABSTRACT

The rapid expansion of Artificial Intelligence (AI) is transforming marketing strategy, challenging the relevance of the traditional 4Ps framework. This chapter explores how AI-driven technologies can reconfigure core marketing principles and proposes a new model: the AI Marketing Mix (8As) — Algorithms, Adaptability, Automation, Analytics, Alignment, Authenticity, Amplification, and Accountability. This integrative framework embeds computational intelligence, dynamic responsiveness, and ethical orientation into marketing practice. Using a multi-method design — including a critical literature review, comparative analysis, and case studies — the chapter synthesises theory with empirical insights. Findings highlight AI's potential to drive hyper-personalisation, operational scalability, and strategic coherence, while

DOI: 10.4018/979-8-3373-1787-8.ch002

INTRODUCTION

The marketing discipline has long been guided by foundational principles that structure the formulation and execution of value-driven strategies. Chief among these is McCarthy's (1960) canonical 4Ps framework—Product, Price, Place, and Promotion—celebrated for its pedagogical clarity and operational simplicity (Goi, 2009). Yet, as market dynamics become increasingly volatile, digitalised, and algorithmically intermediated, the epistemological sufficiency of this model is subject to growing scrutiny (Khokhar & Chitsimran., 2019).

At the forefront of this paradigmatic transition is the advent of Artificial Intelligence (AI), which has redefined the architecture of marketing practice. AI technologies—machine learning, natural language processing, predictive analytics, and computer vision—have penetrated the marketing value chain, reshaping segmentation, targeting, customer relationship management, and content generation (Verma et al., 2021; Huang & Rust, 2021). These innovations afford firms an unprecedented capacity for precision, scalability, and automation (Davenport et al., 2020), thereby rendering traditional linear marketing logic increasingly obsolete (Rust, 2020).

AI's implications are not merely operational but ontological. It recalibrates the conditions under which marketing decisions are conceived, shifting from intuition-based paradigms to data-rich, analytics-driven ecosystems (Wedel & Kannan, 2016). Simultaneously, the role of the consumer has been transformed—from passive recipient to co-creator of meaning and value—particularly within algorithmically curated environments (Lemon & Verhoef, 2016). These shifts compel a radical rethinking of marketing's theoretical foundations and normative commitments, including sustainability, ethical transparency, and fairness (Srinivasan & Swink, 2018).

In response to these structural and cognitive inflexions, this chapter advances the AI Marketing Mix—conceptualised as the 8As: Algorithms, Adaptability, Automation, Analytics, Alignment, Authenticity, Amplification, and Accountability. Rather than an additive extension of the 4Ps, the 8As constitute a paradigmatic reconfiguration of marketing thought and practice. Each element reflects a core strategic function recalibrated by AI, while collectively, they offer a holistic schema for strategic formulation, operational deployment, and ethical governance in intelligent market environments.

While isolated studies have investigated the impact of AI in discrete marketing domains—ranging from recommendation systems (De Biasio et al., 2024) to conversational agents (Chattaraman et al., 2018) and programmatic advertising (Singhal, 2024)—there remains a dearth of integrative frameworks addressing the systemic

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