

Chapter 1

Building Digital Relationships:

Social Relationship Marketing Strategies to Generative AI

Nandiinii Maithani

 <https://orcid.org/0009-0000-8984-7109>

Christ University, India

ABSTRACT

Artificial intelligence (AI) is redefining business process optimization to make business efficient, cheaper, and innovative. AI streamlines operations, automates processes, and enhances decision-making to enable business to serve customers better and remain competitive. AI solutions vary from customer services, supply chain management, finance, and human resource. AI chatbots provide 24/7 customer support, and predictive analytics enable optimized sales forecasting and inventory management. AI allows savings and creation of innovations by means of customized services. Challenges that do arise include the necessity of having quality data. AI has to be trained on huge volumes of data for it to be able to make sound predictions, and poor data quality will bring about the destruction of decision-making. Last but not least, investing in AI technology and experienced personnel can be exorbitant.

INTRODUCTION

Marketing in its most basic sense did exist centuries ago and grew with the practice of trade. It is difficult to identify an exact point when it began, but it came to be systematically developed as a science with the emergence of organized economies and trade exchange mechanisms that superseded the barter system. As economies

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developed, marketing no longer merely entailed purchasing and selling of goods but entailed conscious efforts towards persuasion, trust development, and relationship building with the customers. It came to the creation of relational marketing concepts, one of which is Social Relationship Marketing. This concept attempts to generate big interactions and long interactions with consumers, not to immediately trigger sales but in order to establish loyalty and word-of-mouth, indirect influences towards profitability.

Social Relationship Marketing, being a theory based on genuine interpersonal transactions, has developed even more together with the technology and the media available over time. From word-of-mouth and face-to-face to print, television, and digital media, the core concept - nurturing relationships hasn't changed. The approach has, though, undergone a revolution since the time of artificial intelligence (AI) and social media. These innovations have transformed the way customers engage with brands and with one another, rendering marketing more analytical, more personal, and more real-time than before.

PROBLEM IDENTIFICATION

Rationale for Updating the SICAS Model

The revolution in the digital marketing field, especially under the impact of Generative AI, requires a conceptual model change that is able to reflect consumer behavior and brand interaction. Although the classical SICAS model—Sense, Interest, Connection, Action, and Share is a general formula for customer journey mapping, subsequent empirical and conceptual advancements suggest incompleteness on the part of the model to account for the emotional, behavior-based, and memory-based indicators essential for the long-term prosperity of brands. The incorporation of the components—Emotional Connection, Customer Insights, Customer Retention, and Brand Memorability represents one solution to those shortcomings, delivering a stronger, AI-friendly model. The necessity for this extension is both conceptually supported and backed up by case-based evidence. From a methodological point of view, the incorporation of ECBC factors follows the growing significance of emotional intelligence, personalized knowledge, and loyalty-driven engagement in practice in marketing. As illustrated in the strategy, AI allows brands not only to feel consumer desires through analysis but to transform content and interactions into emotionally responsive outputs (Gümüş & Gürkaynak, 2024). For example, AI-driven sentiment analysis and emotionally responsive narratives dramatically improve emotional affinity, a strongest predictor of brand loyalty and memorability (Manoharan, 2024) Literature also vouches for the incorporation of ECBC fea-

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