

Optimization of AI Marketing: Its Impact on Personalizing Consumer Experience in E-Commerce

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Abstract

This study aims to describe how the optimization of Artificial Intelligence (AI) usage in marketing can influence the personalization of consumer experience on e-commerce platforms. Using a descriptive qualitative approach, data was collected through in-depth interviews with digital marketing practitioners and active consumers on several leading e-commerce platforms. Data analysis was conducted thematically to explore perceptions, strategies, and the impact of AI marketing implementation on service personalization. The results show that the implementation of AI marketing on e-commerce platforms significantly enhances personalization of consumer experiences through various features such as accurate product recommendations, responsive chatbot services, and promotional offers tailored to individual preferences. Consumers feel greater convenience as the product search process becomes faster and more relevant, along with receiving 24/7 responsive customer service. Furthermore, AI-supported personalization also contributes to increased customer satisfaction and loyalty, ultimately driving higher sales conversion rates. In other words, AI marketing not only improves the effectiveness of marketing strategies but also strengthens the sustainable relationship between consumers and e-commerce platforms.

Keywords: Artificial Intelligence, AI Marketing, Consumer Experience Personalization, E-Commerce

Introduction

The development of digital technology has brought about a significant transformation in various aspects of life, especially in the business world. One of the most notable changes has occurred in the e-commerce sector, which continues to grow rapidly alongside the increasing use of the internet and digital devices by the public (Widagdo, 2016). Facing increasingly intense competition, e-commerce companies are required to provide a shopping experience that is not only easy and fast but also personal and relevant to each individual consumer (Alamin et al., 2023).

Artificial Intelligence (AI) has become one of the highly potential technological innovations to be optimized in the field of digital marketing. AI marketing enables companies to process large amounts of consumer data quickly and accurately, thereby creating more effective and efficient marketing strategies (Maihani et al., 2023). One of the main applications

of AI in e-commerce is personalization, which involves tailoring content, products, and promotions according to the unique needs and preferences of each consumer (Fahmi, 2024).

AI in marketing is a modern marketing strategy that leverages artificial intelligence technology to support the processes of data collection, analysis, and processing automatically and efficiently (Wibowo, 2024). With these capabilities, AI can identify consumer behavior patterns, preferences, and market trends that have been difficult to detect manually. This enables companies to understand customers' needs and desires more deeply and accurately, making marketing strategies more targeted and relevant (Somad & Majid, 2024).

Data and insights gathered through AI technology play an important role in marketing decision-making. The information produced not only helps design optimal marketing campaigns but also facilitates companies in adjusting products, services, and communications with consumers (Susilawati et al., 2023). As a result, customer satisfaction can increase because the experience feels more personal and aligned with their preferences. Optimizing marketing processes through AI also contributes to efficient use of resources and marketing budgets, allowing for more maximum results (Shodiq & Agustina, 2025).

Moreover, AI's ability to process and analyze data quickly is very beneficial in responding to dynamic market changes (Hidayat et al., 2024). Real-time market trend analysis enables companies to immediately adjust marketing strategies according to current conditions and increasingly intense competition. Thus, artificial intelligence technology becomes a strategic tool that not only improves marketing effectiveness but also strengthens company competitiveness in today's digital era (Khansa & Sutabri, 2024).

Personalization of consumer experience is a key factor in building strong and sustainable relationships between companies and customers. Through personalization approaches, every interaction conducted by the company can be tailored to the unique needs, preferences, and behaviors of each consumer (Sudirjo et al., 2023). In the context of e-commerce, this is very important because consumers today want a shopping experience that is

not only easy and fast but also feels relevant and enjoyable. By using AI marketing, companies are able to process consumer data deeply to offer products or services that truly match their interests and needs, thereby creating a sense of being valued and understood (Andirwan et al., 2023).

The use of AI marketing in personalization also includes various features such as product recommendations based on purchase history and consumer browsing behavior, as well as interactions through responsive chatbots that provide 24-hour service. Additionally, AI can optimize special offers such as discounts or promotions tailored to specific consumer profiles (Ramadhani & Salisah, 2024). This approach not only makes the shopping experience more personal and effective but also increases customer satisfaction and loyalty. From a business perspective, this strategy positively impacts by driving increased sales and company profits because satisfied and loyal consumers tend to make repeat purchases and recommend products to others (Permana et al., 2023).

However, optimizing AI marketing in personalizing consumer experience also faces several challenges. The complexity of AI technology and the need for competent human resources become one of the barriers in its implementation (Nazari & Mukhtaruddin, 2025). Furthermore, issues of consumer data privacy and security are major concerns because the massive use of personal data in personalization processes can pose risks if not managed properly (Wayuanto et al., 2025).

This study aims to explore more deeply how optimizing AI marketing can provide positive impacts on the personalization of consumer experiences on e-commerce platforms. The study will also identify factors influencing the effectiveness of AI marketing and the challenges faced during its implementation. Thus, the results of this study are expected to serve as a reference for e-commerce business players in developing marketing strategies that are more adaptive and oriented toward consumer needs. Overall, this research is important to conduct considering the rapid development of technology and continuously changing consumer behavior. Optimizing

AI marketing is not only a necessity to win competition but also a strategic step in creating a more humanistic, personal, and value-added shopping experience. Therefore, a comprehensive understanding of the impact of AI marketing on consumer personalization in e-commerce will provide significant contributions to the advancement of digital business in the future.

Methods

This study employs a qualitative descriptive method with the aim of depicting and deeply understanding how the optimization of AI marketing impacts the personalization of consumer experiences on e-commerce platforms. A qualitative approach is chosen because the focus of this research is to explore phenomena and processes occurring in a real-world context, without attempting to generalize to a broader population. Data were collected through in-depth interviews with e-commerce business practitioners who use AI technology in their marketing strategies, as well as with several consumers who have experienced AI-based personalization (Sugiyono, 2016). Data analysis was conducted qualitatively using content analysis and interpretative techniques. The analysis process involved organizing the interview data, coding, and grouping the main themes related to the optimization of AI marketing and its impact on consumer experience. Using this method, the study seeks to provide a comprehensive and in-depth portrayal of how AI marketing can enhance the quality of personalization as well as the challenges faced in its implementation within the e-commerce industry.

Results and Discussion

Use of Artificial Intelligence in Marketing

The use of AI in marketing encompasses various effective and innovative applications. Its implementation can be said to be very diverse.

- **Content Personalization**

Content personalization is one of the main applications of AI in digital marketing, focusing on delivering content tailored to the unique preferences, needs, and behaviors of each consumer. AI technology works by collecting and analyzing customer data from various sources, such as search history, past purchases, visit frequency, and interactions with digital

platforms. This data is then processed using machine learning algorithms to map consumer behavior patterns, enabling the system to present product or service recommendations considered most relevant to the individual.

In the context of e-commerce, content personalization has proven highly effective in enhancing user experience. For example, when a user opens an online shopping app like Tokopedia, Shopee, or Amazon, the homepage displays products tailored to the user's interests and shopping habits. Even promotions and discounts are personalized based on customer segments. This creates a feeling of being "understood" by the system, which not only increases user satisfaction but also drives loyalty and the likelihood of repeat purchases.

Moreover, AI-based personalization is not limited to products but also includes email marketing, digital ads, and social media content. AI can determine the optimal time to send emails, the most engaging content, and even the style of language that suits the characteristics of specific audiences. With this strategy, marketing campaign effectiveness becomes much higher compared to generic approaches that treat all customers the same. Therefore, content personalization becomes a crucial strategy in building stronger customer engagement and creating a competitive advantage in the increasingly competitive digital marketplace.

- **Chatbots and Customer Service**

AI-based chatbots and customer service have become important innovations in e-commerce to improve efficiency and consumer experience. Chatbots are programs designed to simulate human conversation through text or voice messages. With AI technology, chatbots can now understand natural language (Natural Language Processing/NLP), recognize user intent, and respond quickly and accurately. This feature allows companies to provide 24/7 customer service without relying fully on human staff.

In practice, many e-commerce platforms use chatbots to assist customers during the purchasing process. For example, when a website visitor searches for a product, the chatbot can offer recommendations, provide price information, explain product features, and help with

checkout. If a customer faces issues like failed transactions or unclear shipping status, the chatbot can immediately offer solutions or direct them to the appropriate department without waiting in long queues like conventional call centers. This not only speeds up problem resolution but also gives consumers a responsive and professional impression.

Additionally, AI-powered chatbots can learn and improve over time based on interactions. The more they are used, the better they understand customer patterns and preferences, enabling more relevant and personalized responses. Some companies even integrate chatbots with Customer Relationship Management (CRM) systems, allowing chatbots to access user purchase history and provide more contextual solutions. With these advantages, chatbots are not just technical tools but a vital part of digital customer engagement strategies.

- **Sentiment Analysis**

AI-based sentiment analysis is a technique used to understand customers' perceptions or feelings toward products, services, or brands through available online data such as customer reviews, social media comments, and discussion forums. Natural Language Processing (NLP) technology enables AI systems to read and interpret human language to determine whether customer opinions are positive, negative, or neutral. This provides companies with valuable insights for assessing product image and customer satisfaction in real-time.

The application of sentiment analysis is crucial in e-commerce because it can detect customer issues or concerns early before they escalate into reputation crises. For example, if many customers complain about slow delivery, the AI system can recognize this pattern and alert management to take prompt action. Additionally, companies can identify which features customers like or dislike most based on the frequency and tone of reviews.

Furthermore, sentiment analysis helps companies adjust communication and marketing strategies. By knowing customer sentiment toward specific campaigns, companies can evaluate message effectiveness and improve it if necessary. This strategy also enables more accurate mapping of customer emotions, which can be used to create more empathetic and relevant

advertising content for target audiences. Therefore, sentiment analysis becomes an important tool in shaping brand reputation and continuously improving service quality.

- **Predictive Analytics**

Predictive analytics is one of AI's major strengths in marketing. By analyzing historical data such as previous shopping behavior, site visit frequency, and response to advertising campaigns, AI can build predictive models to estimate future consumer actions. For example, AI can predict what products a customer is likely to buy next or the best time to send promotions to a particular customer.

The advantage of predictive analytics is its ability to support data-driven decision-making rather than relying solely on intuition. Companies can use this information to design marketing campaigns that are more personal, timely, and relevant. For instance, the system may identify that certain customers respond better to weekend discounts, so promotions are only sent during those times. This not only increases marketing effectiveness but also avoids wasting resources on untargeted campaigns.

Besides marketing, predictive analytics also assists in inventory management, product development, and pricing strategies. By knowing future demand trends, companies can manage stock more efficiently and avoid overstocking or shortages. Similarly, in dynamic pricing, AI systems can automatically adjust prices based on demand forecasts and market behavior. Overall, predictive analytics enables e-commerce businesses to operate smarter, faster, and more adaptively to market changes.

- **Programmatic Advertising**

Programmatic advertising is an automated process of purchasing digital advertising space using AI technology and algorithms. This system allows companies to serve ads to the most appropriate audience in real time, based on analysis of behavioral data, geographic location, interests, age, devices used, and various other demographic variables. Unlike

traditional methods that require manual processes and direct negotiations, programmatic advertising offers much higher efficiency and accuracy in reaching the target market.

Platforms such as Google Ads, Facebook Ads, and Demand-Side Platforms (DSP) use AI technology to conduct instant auctions for available ad slots. When a user visits a site or opens an application, the system processes the user's data and in milliseconds determines which ads are most relevant to display. This process maximizes the company's Return on Investment (ROI) because ads only appear to audiences who are more likely to interact or purchase.

In addition, AI in programmatic advertising can also optimize campaigns continuously. The system learns from ad performance in real time and makes automatic adjustments, such as adjusting keywords, display times, and even the visual design of the ad. This allows digital marketing to be more adaptive to market dynamics. With a highly focused and data-driven approach, e-commerce companies can increase conversions, reduce customer acquisition costs, and strengthen brand positioning in the competitive digital market.

- **Content Creation**

AI-based content creation is the process of automatically creating marketing content with the help of artificial intelligence technology, specifically using machine learning algorithms and Natural Language Generation (NLG). This technology allows the system to produce various forms of content such as blog articles, product descriptions, promotional emails, to social media captions in a short time and in large quantities. AI is able to imitate human language styles so that the content results still feel natural and relevant to the audience.

One of the main strengths of AI in content creation is its ability to analyze trend data, popular keywords, and consumer behavior to create content that suits market needs. For example, an AI system can generate different product descriptions for each customer segment based on their preferences, or create highly personalized marketing emails to increase engagement. With this approach, companies can deliver more effective and targeted messages without overburdening the creative team.

Furthermore, AI can also be used to automate editorial processes, including grammar checking, SEO optimization, and selecting appropriate visuals. Several popular tools such as ChatGPT, Jasper AI, and Copy.ai have been widely used by businesses to support consistent and efficient content production. In the context of e-commerce, AI's ability to create and customize content at scale provides a significant competitive advantage, especially in meeting consumer demand for increasingly personalized and relevant communications.

The Impact of AI Marketing on Personalizing Consumer Experience

1. More Targeted Product Recommendations

AI marketing has revolutionized how e-commerce platforms provide product recommendations by leveraging artificial intelligence technology capable of deep data analysis. The analyzed data includes past purchase history, preferences shown through user interactions, as well as other activities such as product searches and click patterns. With this ability, AI can map each consumer's unique profile and identify the most relevant products or services for them. The recommendations generated are not only based on general popularity but are highly tailored to individual needs and interests, enabling a much more effective and satisfying shopping experience.

Beyond merely presenting products, these personalized recommendations create interactions that feel more human and relevant to consumers. When consumers feel that the product choices offered truly match their desires and needs, their comfort and satisfaction levels increase significantly. This positively impacts customer loyalty, as they tend to return to platforms that provide personalized and convenient shopping experiences. Thus, AI marketing not only helps increase sales directly but also builds long-term relationships between companies and their customers.

2. Optimization of Individual Promotional Content

AI algorithms in marketing continuously analyze consumer data to identify unique interests, preferences, and behaviors of each individual. Based on this analysis, AI can tailor promotions and marketing campaigns to be highly targeted and relevant for each consumer. For example, if a consumer frequently searches for electronic products, the algorithm will adjust ads and offers related to that category, making marketing campaigns specific and personal rather than generic. This approach increases promotional effectiveness because the messages delivered are on point and meet consumer needs.

Moreover, with real-time technology support, consumers can receive relevant ads or marketing emails directly according to their current activities or situations. This allows companies to provide timely or special offers tailored to the consumer's purchase context. As a result, consumers feel specially attended to and experience responsive service, increasing the likelihood they will respond by making purchases. This AI-driven marketing approach not only optimizes advertising budgets but also strengthens the bond between the brand and consumers.

3. More Responsive Interactions via Chatbots

AI-based chatbots are designed to provide quick and accurate responses to consumer inquiries with deep contextual understanding of conversations. Unlike traditional chatbots that only provide standard answers, AI chatbots can recognize the history of interactions and customer preferences, allowing them to tailor responses to each user's profile. For example, if a customer previously asked about the shipping status of an item, the chatbot can immediately provide the latest update without repeating the same questions. This capability makes interactions more natural and personal, so consumers feel heard and understood.

The impact of using AI chatbots is significant in improving the comfort and efficiency of customer service. Since chatbots can operate 24/7, customers can get assistance anytime without waiting in queues or within business hours of human customer service. Additionally, chatbots can independently resolve simple issues, allowing human staff to focus on handling

more complex cases. Therefore, AI chatbots not only speed up service processes but also enhance customer satisfaction through responsive and personalized experiences.

4. Increased Customer Satisfaction and Loyalty

Well-executed personalization in marketing gives the impression that the company truly understands each consumer's individual needs and preferences. When consumers feel treated specially and receive experiences tailored to their desires, it fosters feelings of being valued and respected. This feeling is crucial because consumers are not just seeking products or services but also want to experience an emotional connection with the brand. Therefore, effective personalization can significantly increase customer satisfaction because the shopping experience feels more relevant and enjoyable.

High customer satisfaction then contributes to long-term loyalty to the brand or e-commerce platform. Satisfied customers tend to make repeat purchases and even recommend products to others, helping to expand the company's customer base. This loyalty also makes the company more resilient in facing market competition since loyal customers are generally less swayed by competitors' offers. In other words, precise personalization not only directly improves customer satisfaction but also strengthens sustainable relationships between the company and its customers, ultimately having a positive impact on business growth.

5. More Efficient Shopping Experience

With the help of AI technology, the process of searching for products by customers becomes much more efficient and easier. AI is able to analyze consumer preferences and shopping behavior patterns in real-time, so that the system can automatically display the most relevant products that suit their needs. This means that customers no longer need to spend a long time searching for products manually or browsing through many less relevant pages. This intelligent system simplifies the shopping experience by providing targeted recommendations.

This reduction in search time directly increases user convenience when shopping on e-commerce platforms. Customers can quickly find the products they want or need without

feeling frustrated or burdened by many irrelevant choices. This convenience not only makes the shopping experience more enjoyable, but also increases the likelihood of consumers returning and making repeat transactions in the future. Thus, AI plays an important role in creating an efficient and satisfying shopping experience for users.

6. Presenting Special Offers Based on Real-Time Data

AI has the ability to process user data in real-time, including recent activities such as products viewed, time of visit, and last shopping patterns. With this information, AI can provide highly targeted and relevant offers, such as special discounts or product bundles that match the consumer's interests and needs at that moment. These tailored offers directly give consumers a sense of added value and the right push to make a purchase, making the shopping experience more personal and engaging.

The impact of these targeted offers is significant in increasing conversion rates on e-commerce platforms. When consumers receive relevant and engaging offers, their chances of converting from mere visitors to active buyers increase dramatically. In other words, AI helps maximize the potential of each site visit by effectively driving purchase actions. This not only increases sales directly, but also strengthens the relationship between consumers and the platform through a more responsive and satisfying shopping experience.

Conclusion

Based on the description above, it can be concluded that the application of AI in marketing on e-commerce platforms has a significant impact on the personalization of consumer experiences. AI technology enables in-depth and real-time data analysis so that it can present relevant product recommendations, responsive customer service via chatbots, and promotional offers tailored to individual needs. This personalization not only increases consumer convenience and satisfaction, but also speeds up the product search process and creates more meaningful interactions between customers and companies. Furthermore, AI-driven personalization also increases customer loyalty and the effectiveness of marketing campaigns

by targeting audiences precisely. Specific offers such as discounts or product bundling provided in real-time can increase the conversion rate from visits to purchases, thus having a positive impact on the growth of e-commerce businesses. Thus, optimizing AI marketing is a crucial strategy in creating a personal, efficient, and profitable shopping experience for both companies and consumers.

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