

IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIAL MEDIA MARKETING

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Abstract : Artificial intelligence (AI) has quickly evolved from an auxiliary technological support to a primary catalyst in creating value in the field of social media marketing. When applied by platforms and brands to create content, personalize experiences, target audiences, optimize campaigns and provide conversational support, it is possible to measure the effect that AI creates in engagement, customer experience, brand equity, and efficiency in marketing activities. Contemporary empirical researches show that personalization by means of artificial intelligence in social media is positively related to purchase intention, customer satisfaction, and brand loyalty and at the same time encourages impulse buying behavior in case if it is not properly controlled (Wang et al., 2025; Kamaraj & Samundeeswari, 2026). According to quantitative surveys conducted among social media marketers, it was found a unanimous opinion about AI contribution in the enhancement of effectiveness of campaigns, targeting of audiences, increasing engagement rate and efficiency of operations; however, there are significant difficulties related to data privacy, algorithmic bias, cost of investment and human resources issues (Gorai, 2024; ShodhKosh, 2024). The present paper aims to analyze the influence of AI on social media marketing through three outcome perspectives: Firstly, there is the aspect of consumer interaction and experience, secondly, there is the issue of brand performance and loyalty, and thirdly, there is the issue of campaign and organizational performance. In the analysis, there is a focus on the dual nature of AI as a factor which increases efficiency and as a factor which poses risks. It is worth noting that the overall effect on social media marketing will be determined by factors of governance, ethical design and the balance between automation and creativity.

IndexTerms - Artificial intelligence, Social media marketing, Personalization, Customer engagement, Brand loyalty, Campaign effectiveness, Chatbots, Digital marketing.

I. INTRODUCTION

The use of social media has come to be an integral part of marketing strategy in today's world. These can serve the functions of communication channels, customer service portals and platforms for conducting business. The use of artificial intelligence has changed the way social media marketing campaigns have been planned, executed and assessed. With the help of AI, real time analysis of large data streams and automatic and personal interaction have been possible (Infinity Marketing, 2025; Wake Forest University, 2025).

Initially, the involvement of artificial intelligence in social media marketing was limited to rule-based chatbots and some analytics. With the evolution of more sophisticated machine learning, natural language processing (NLP), and generation of models, the application of artificial intelligence now includes ideation, detailed audience segmentation, analysis of sentiment, prediction of campaigns optimization, and dynamic personalization of content (Poddar & Poddar, 2024; Wang et al., 2025). On the one hand, marketers can benefit from more effective communication and allocation of resources; on the other hand, consumers' experience changes as well.

These recent empirical findings stress the importance of these trends. Studies carried out in emerging economies using surveys indicate that there is a strong link between AI adoption in social media marketing campaigns and customer engagement, personalization, and brand loyalty, but there are also worries about data protection and poor digital literacy of marketers (Khan, 2025; PJSSR, 2025).

Experimental and survey studies on personalization through AI in social media advertising demonstrate their positive effects on purchase intentions and customer satisfaction, but they also warn about the risks of mistrust because of the invasion of privacy or lack of transparency in personalization processes (Wang et al., 2025; Al-Harbi & Aziz, 2026). Parallel quantitative studies involving social media professionals suggest improvements in accuracy and efficiency of the campaign implementation, as well as risks of bias and over-reliance on automatic insights from the algorithms (Gorai, 2024; Zachurzok & Srebrny, 2025).

It is critical to go beyond the general excitement about "AI in marketing" and critically evaluate the consequences of AI adoption specifically in social media marketing. This paper reviews available evidence to address the following research questions:

- To examine the effect that artificial intelligence (AI) technologies used in social media spaces have on consumer engagement, experience, and satisfaction.
- To examine the effects of AI in social media marketing strategies on brand-related variables such as brand trust, loyalty, and authenticity.
- To explore the effects of AI on campaign and organizational efficiencies in social media marketing.

This research makes an integrative contribution by integrating quantitative and qualitative data drawn from recently published academic articles, industry reports, and practitioner writings on the subject.

II. METHODOLOGICAL APPROACH

2.1 Research Design

Considering the rapid developments in artificial intelligence itself and the platforms for social media, the current paper applies the narrative research approach based on literature analysis. The purpose of this approach is to analyze the current information about the influence of AI in social media marketing. It involves interpretation of evidence presented in recent empirical and conceptual

research papers published after 2020. The research design is similar to a systematic review of AI literature on marketing but allows for more flexibility to include professional researches and grey literature.

2.2 Inclusion and Exclusion Criteria

The criteria of inclusion ensured the relevance, recency and conceptual fit to the topic of the paper "Impact of Artificial Intelligence on Social Media Marketing." The selected sources met the following criteria:

- They were published between 2020 and 2026 and referred to the period when advanced AI technology and large language models became widely used in marketing purposes (Kamaraj & Samundeeswari, 2026; Wang et al., 2025).
- They were directly connected to the application of AI technology in social media or in the context of related digital marketing with social platforms being a part of the customer journey.
- Empirically documented research findings (for instance, surveys, experiments, case studies, or analyses) or conceptual models of connections between AI utilization and the results in marketing (engagement, satisfaction, loyalty, purchasing intentions, or the efficiency of the campaign) (Gorai, 2024; PJSSR, 2025; Wang et al., 2025).

The excluded sources included technical AI research papers that did not relate to the topic of marketing practice, discussions of digital marketing in general without mentioning AI specifics, and opinion pieces with no empirical evidence or well-structured argumentation. Overlapping studies were chosen based on their more recent or comprehensive publications.

2.3 Data Sources and Search Strategy

Academic literature was found using database and journal portal search of academic sources related to AI, social media marketing, personalization, consumer behaviour, and chatbots. The search strings included keywords "artificial intelligence," "social media marketing," "personalization," "consumer engagement," and "chatbots" (Wang et al., 2025; Kamaraj & Samundeeswari, 2026). Simultaneously, practitioner-related literature (such as marketing agency white papers, industry blogs, and school commentary) was used for understanding practice-related effects (Infinity Marketing, 2025; Wake Forest University, 2025).

2.4 Data Extraction and Thematic Synthesis

For each selected study, information about (a) AI technologies used (such as recommendation engines, predictive analytics, generative content, conversational agents), (b) social media or digital content, (c) methodology and sample characteristics, and (d) effects on customer-level and firm-level outcomes was extracted. This data was subsequently grouped into three thematic areas corresponding to the study goals: (1) customer engagement and experience, (2) brand performance and loyalty, and (3) campaign and organizational performance.

III. THEORETICAL BACKGROUND: AI AND SOCIAL MEDIA MARKETING

3.1 Capabilities of AI in the Social Media Context

The scope of capabilities of artificial intelligence in the context of social media marketing goes far beyond simple automation. First of all, at the infrastructure level, social media platforms use machine learning algorithms to curate feed, rank posts, and deliver ads based on behavioral data such as click-through rate, time spent viewing the post, and social graph (Wake Forest University, 2025). Secondly, at the brand level, AI is used for content creation, target audience segmentation, campaign optimization, social listening, and customer service automation (Infinity Marketing, 2025; Poddar & Poddar, 2024).

Major AI capabilities relevant here are:

- Personalized AI: Recommendation engines and predictive models designed to personalize content and advertisements based on users' behavior and predicted preferences (Wang et al., 2025; Al-Harbi & Aziz, 2026).
- Generative AI: Image and video generation models used for social media post creation, ad texts, visuals, and even for fake influencers that can increase the speed of content generation (Infinity Marketing, 2025; Wake Forest University, 2025).
- Analytics and optimization: Machine learning algorithms designed to analyze performance data and optimize targeting, bidding, and creative variations (Gorai, 2024; Kamaraj & Samundeeswari, 2026).
- Conversational agents: Chatbots and virtual assistants that interact with customers on platforms such as Facebook Messenger, WhatsApp, and Instagram Direct (Kuey, 2024; Samvakti Journals, 2025).
- Social listening and sentiment analysis: NLP-based solutions aimed at monitoring social media conversations, predicting sentiment changes, and identifying key issues (ShodhKosh, 2024).

These capabilities provide grounds for transition from generalized campaign-based marketing practices to individualized approaches on social platforms.

3.2 Theory-Based Connections Between AI and Marketing Outcomes

In terms of theory, there are several perspectives that help to analyze the connection between the effects of AI on social media marketing. Firstly, the customer engagement theory says that the relevance, timeliness and interactivity of the communication make customers engage cognitively, emotionally and behaviourally which leads to loyalty and advocacy (Brodie et al., as cited in Wang et al., 2025). With the help of AI, all this is achievable.

Secondly, according to relationship marketing and brand equity theories, satisfaction, trust and perceived value act as important mediators between marketing efforts and loyalty. According to empirical research, AI helps companies to build strong relationships based on satisfaction and perceived usefulness, but on the other hand, if it is not done right, it may reduce trust because of the intrusive or privacy violating nature of AI-based personalization (Wang et al., 2025; Al-Harbi & Aziz, 2026; ACR Journal, 2025).

Finally, the resource-based view and the perspective on dynamic capabilities state that organizations that incorporate AI into their social media marketing processes get capabilities that are rare, valuable and difficult to replicate – fast experimenting, high resolution targeting and scalable one-to-one communication which helps them to elaborate and communicate.

IV. INFLUENCE OF AI ON CUSTOMER ENGAGEMENT AND EXPERIENCE

4.1 Volume and Intensity of Engagement

The positive impact of incorporating AI technologies into social media marketing campaigns has been established in several studies. According to a quantitative analysis conducted among 243 social media marketing experts from various industries, there is a strong agreement that AI-based analytics and automation increase the effectiveness of such campaigns as well as engagement levels (Gorai, 2024). Participants attributed high numbers of likes, comments, and shares to improved timing, relevance of content, and ability to act quickly on emerging trends with AI solutions.

Another study focusing on AI-driven personalization of social media advertising demonstrates that the use of personalized content results in increased user interaction with advertisements, as measured by click-through rates and time spent interacting with ad messages (Wang et al., 2025). In other words, personalized content and context-relevant messaging promote further exploration of posts and offers and thus facilitate the increase in engagement.

In the broader context of digital and social media marketing, Kamaraj and Samundeeswari (2026) find that the use of AI-based marketing practices substantially enhances customer engagement and satisfaction through provision of tailored content and timely interactions with customers.

4.2 Customer Experience and Satisfaction

AI not only affects the quantity but also the quality of the customer experience in social media. Wang et al. (2025) found that AI-based personalization used in social media marketing has a very strong positive effect on customers' satisfaction, purchase intentions and brand loyalty. Customers like personalized recommendations and offers tailored to their tastes and behavior as they perceive these services as more convenient and valuable.

Similarly, Kamaraj and Samundeeswari (2026) found that the AI-based personalization and responsiveness in the context of digital and social media marketing environment increase the satisfaction with service quality. Participants in their study appreciated the ability of AI system to predict their needs, supply relevant information, and facilitate their decision making process. This finding is consistent with research in the domain of digital marketing that emphasizes the importance of AI for improving customer experience through predictive analytics, context-based content and proactive communication (Wake Forest University, 2025).

However, customer satisfaction is also influenced by customers' perceptions of control and privacy issues. Some studies indicate that if customers perceive the personalized recommendations as too invasive or manipulating (such as "creepy" recommendations) and revealing some sensitive inferences they can feel uncomfortable, reducing the benefits of personalization (Wang et al., 2025; ACR Journal, 2025). Effective design of AI experiences must therefore respect user autonomy and provide transparency about data use.

4.3 Chatbot-based Support and Service Quality

Chatbots and virtual assistants using artificial intelligence technologies form an integral part of customer experience within social platforms. According to research on the use of AI and chatbots in social media marketing, good chatbots facilitate faster response time, availability, and improved service quality, as they give instant answers to frequent inquiries and help users find information and make simple transactions (Kuey, 2024; Samvakti Journals, 2025). Customers receive 24/7 support without the need to wait for human agents, especially for transactional processes like order status inquiries or FAQs.

Wake Forest University (2025) states that conversations enabled by AI can help increase response time and increase customer satisfaction since AI technology helps human agents write responses and find necessary information. Chatbots thus help to increase the efficiency of service delivery through social channels. Nevertheless, research also warns that over-reliance on automated response and the lack of a clear channel for reaching a human agent may be frustrating for customers, especially in case of complicated or emotionally loaded inquiries (Kuey, 2024).

On balance, the empirical data prove that conversational AI positively affects the customer experience, provided that it complements human support rather than replaces it and allows customers retain the option to reach a human representative.

V. IMPACT OF AI ON BRAND PERFORMANCE AND LOYALTY

5.1 Brand Loyalty and Trust

Several empirical researches reveal that there is a strong ability of AI in promoting brand loyalty due to its personalization and engagement properties. For example, Wang et al. (2025) state that AI-based personalization used in social media marketing is an effective means for increasing brand loyalty due to higher levels of satisfaction and value perception. Thus, personalized recommendations, offers, and content offered through social networks make customers feel valued and appreciated.

Khan (2025) conducted a survey among marketing professionals from various organizations in Pakistan and found out that using AI capabilities in social media marketing is positively related to improvements in brand loyalty. In particular, respondents identified AI with more advanced content experience, quicker response, and individualized communication that motivates people to come back and build a long-term relationship. Kamaraj and Samundeeswari (2026) confirm the presence of competitive advantage in AI-based marketing practices partially achieved through the promotion of brand loyalty.

On the other hand, AI affects trust ambivalently as well. The cross-cultural studies of personalization by means of AI show that even though customers highly value relevance of ads and personalized content, they need transparency, fairness, and respect for their privacy (ACR Journal, 2025). The use of AI algorithms that can be viewed as opaque or biased, and personalization based on sensitive inferences without customer's consent may result in lack of trust, thus breaking the brand relationship. This aspect reflects the necessity of responsible AI governance in social media marketing.

5.2 Perceived Authenticity and Brand Image

The question of authenticity and how AI affects it is especially relevant to social media sphere, where people are able to notice any signs of inauthentic content. The practitioner studies point out that too much of AI content may affect perception of a brand negatively in terms of its authenticity since it may seem bland, repetitive, and "robotic" (Infinity Marketing, 2025). As a consequence of this issue, the surveys show that people are not very interested in AI generated posts.

AI and Social Media Marketing Researches on Academic Sources Highlight the Importance of Balancing Efficiency with Human Creativity. In the view of ShodhKosh (2024), while AI can be used to automate the process of generating and optimizing posts, it still cannot replace the subtle nuances of culture and emotions that are essential components of brand stories. Brands will face identity dilution and alienation from communities valuing human interaction if they will let AI rule over their social media efforts.

Alternatively, the use of AI in social media can help to ensure authenticity by letting human marketers get rid of repetitive tasks and spend time on planning, creation, and communication. According to Infinity Marketing (2025), AI can be used as a “copilot” during ideation and optimization while ensuring the preservation of the “essential human factor” behind social posts. It all comes down to whether brands will use AI efficiently or not.

5.3 Brand Equity in Data-Driven Environments

The incorporation of AI into social media marketing not only affects brand engagement and loyalty in the short run but also impacts the development of brand equity in the long run. AI can contribute to creating consistency and relevancy of communication, which positively impacts associations related to quality and distinctiveness (Kamaraj & Samundeeswari, 2026). For instance, brands that communicate using AI may appear more consumer-oriented and innovative.

It is also important to note that the studies revealed the danger of AI-driven targeting and ranking of content in terms of the formation of biases. According to ShodhKosh (2024), AI may be responsible for prioritizing some audience groups or content types while ignoring others. In this way, AI may lead to the reduction of brand narrative diversity.

To sum up, AI has a mostly positive effect on brand performance and brand loyalty in data-driven environments if applied in the right way.

VI. INFLUENCE OF AI ON THE PERFORMANCE OF CAMPAIGNS AND ORGANIZATIONS

6.1 Effectiveness and Efficiency of Campaigns

The effectiveness and efficiency of social media campaigns due to the introduction of artificial intelligence is another major theme in the literature. According to Gorai (2024), based on the results of surveys among professionals engaged in social media marketing, there is an absolute consensus that AI technologies help improve the accuracy of the campaigns, engagement levels, and efficiency by means of analytics, automation, and optimization. In particular, respondents claim that AI allows for better audience targeting, time management of posts, and adjustment of strategies related to creativity and bidding.

As stated in the article of Infinity Marketing (2025), the use of AI tools makes such processes as content scheduling, audience segmentation, sentiment analysis, and performance measurement much faster and even automates some processes. As a result, there are no more bottlenecks, which helps brands conduct more experiments on message creation within the same resource limitations and thus improve their performance indicators such as click-through rate, conversion rates, etc.

According to Kamaraj and Samundeeswari (2026), AI-based digital and social media marketing strategies allow companies to handle vast amounts of customer data and create relevant languages

6.2 Revenue Outcomes and Purchase Behaviour

The research studies examining AI-based personalization in social media advertising reveal the positive effect of AI on purchase intention and purchase behavior. In particular, according to Wang et al. (2025), AI personalization in social media marketing leads to an increase in purchase intention by enhancing perceived relevance and satisfaction. Moreover, personalized offers and recommendations can stimulate impulse buying intentions together with social proof and time-related factors.

The research examining AI-driven personalized advertisements in fashion retailing reveals that AI moderation of personalization enhances the effect of customer satisfaction on purchase intention (Al-Harbi & Aziz, 2026). Thus, the personalized media content, customer engagement in social networks, as well as perceived respect for customer privacy, have positive effects on purchase intention, and AI serves as a moderating factor in the process.

According to Kamaraj and Samundeeswari (2026), AI-assisted digital and social media marketing approaches help to obtain higher customer engagement and satisfaction and, therefore, provide more effective revenue outcomes and competitive advantages.

6.3 Organizational Capabilities and Skill Needs

Even though the potential performance advantages of AI are great, its positive effect depends on organizational capabilities and skills of people. According to Zachurzok and Srebrny (2025), firms that use AI in customer relations and social media need some new skills in data analysis, algorithms, and cross-functionality. The authors find out that a lot of companies fail to properly use the advantages of AI tools because of poor awareness of the features and limitations of such tools.

As Gorai (2024) and ShodhKosh (2024) state, lack of competent specialists and costly investment are important impediments for successful application of AI in social media marketing. In marketing, it is difficult for employees to use AI-generated data in the right way and to evaluate algorithmic suggestions adequately.

That is why the effect of AI on performance of campaigns and organizations depends on both technical aspects and investments in education, management of change, and cooperation across several disciplines.

VII. RISKS, CHALLENGES, AND BOUNDARY CONDITIONS

7.1 Data Privacy and Ethical Issues

Data privacy turns out to be the first challenge highlighted in research in relation to AI-based social media marketing. It is stressed that the collection of huge amounts of information and profiling through algorithms is good from the point of personalized targeting and communication but poses threats to privacy and misappropriation of personal data (Gorai, 2024; Wang et al., 2025; ACR Journal, 2025). Practitioner survey respondents are worried that the regulation and backlash of customers might affect the application of personalized AI-based approach in social networks.

Kamaraj and Samundeeswari (2026) stress the importance of ethical considerations in terms of transparency, fairness, and explainability of AI systems. Algorithmic bias is another ethical issue recognized by ShodhKosh (2024), which states that the

training data and algorithm design might generate a biased view that is harmful for some social groups. Ethical and regulatory concerns turn out to be boundary conditions for the influence of AI technology since they limit its usefulness and might enhance its efficiency if dealt with properly.

7.2 Over-Automation and Dehumanization

The last theme in our literature review relates to the dangers of over-automation. As Infinity Marketing (2025) notes, although AI is an extremely useful tool for marketers, letting it be in charge of content production and engagement may adversely affect the image of the brand because it would generate too generic and repetitive messages or even miss some aspects of human touch.

There are studies proving that using AI and chatbots in social media marketing communication may be a reason for customers' frustration when they find themselves locked into automation processes and do not have access to human customer support (Kuey, 2024; Samvakti Journals, 2025). In such cases, customer satisfaction and loyalty are at risk despite the higher efficiency. This aspect prompts us to consider hybrid models where AI is responsible for routine communication and triage and humans conduct difficult cases.

7.3 Unequal Access and Capability Differences

Thirdly, disparities in the availability of AI technologies and skills may lead to differing results achieved by firms. While larger companies will be able to acquire advanced AI stacks and specialists, smaller and micro businesses will have to use platform-integrated tools with minimal customizations (Gorai, 2024; ShodhKosh, 2024). Although the latter makes the introduction easier, capability differences in understanding and strategy building can impede smaller companies' ability to reap all benefits of AI.

According to Zachurzok & Srebrny (2025), the engagement of customers through AI implies continuous learning and adjustments, which may prove difficult for small teams. Without proper support, an adoption of AI may result in minor incremental advantages or wrong approaches altogether. Further research should focus on scalable models of AI capability development for SMEs in social media marketing.

VIII. DISCUSSION

8.1 Summary of Net Effect of AI on Social Media Marketing

AI has an overall positive effect on social media marketing outcomes where AI technology is applied correctly. According to the literature review, implementation of AI is associated with increased engagement rates, higher levels of customer satisfaction, brand loyalty, and successful campaigns (Gorai, 2024; Kamaraj & Samundeeswari, 2026; Wang et al., 2025). This is possible due to the ability of AI to provide personalization, analysis of large data sets, decision optimization, and increasing service capabilities using conversational agents.

Nevertheless, the overall effect is not necessarily positive as data privacy risks, concerns about biases in algorithms, inauthenticity, and the excessive use of automation bring additional problems for brands (ShodhKosh, 2024; Infinity Marketing, 2025; ACR Journal, 2025). Therefore, based on the literature review, it is possible to conclude that AI increases the efficiency of social media marketing efforts but may decrease brand equity if it is applied incorrectly.

8.2 Managerial Implications

For practitioners, the research implies certain recommendations:

- Focus on responsible personalization: Use AI for improved personalization, but ensure transparency about the company's data handling practices and give users an option to customize their personalization preferences.
- Use hybrid models of interaction: Employ AI-driven chatbots and automation, while giving access to humans for resolving complicated cases.
- Develop competencies and governance structure: Develop cross-disciplinary teams and establish governance framework for controlling the process of using AI, conducting audits for the presence of bias, and ensuring that it is consistent with the company's values.
- Utilize AI as a copilot, not as a substitute: Use AI for ideation, optimization, and routine activities, while preserving human involvement in creative and strategic processes.

This will allow organizations to take advantage of AI capabilities, while reducing potential risks.

8.3 Directions for Future Research

There are several issues that require further exploration despite an emerging number of studies on the topic. In particular, there should be more longitudinal research focused on exploring the influence of the use of AI technology for social media marketing on brand equity and CLV in different industries and cultures. Moreover, the effect of certain design elements of AI personalization and chatbots on fairness, autonomy, and trust perceptions could become an object of experimental research. Finally, there might be useful comparative studies on the adoption of AI technologies by large corporations and SMEs.

In conclusion, interdisciplinary studies on the issue combining aspects of marketing, data science, ethics, and regulation would be quite helpful.

IX. CONCLUSION

AI has become a major disrupter of social media marketing by providing an opportunity for greater personalization, responsiveness, and data-based decision-making. It is well-established from empirical research that incorporation of AI in social media contests improves customer engagement, satisfaction, purchase intent, and contributes to greater brand loyalty and better campaigns efficiency (Gorai, 2024; Kamaraj & Samundeeswari, 2026; Wang et al., 2025). Nevertheless, such positive outcomes depend greatly on the manner in which AI is utilized because mismanagement of data usage, lack of transparency and automation may lead to decreased credibility and loss of authenticity that undermines brand value (ShodhKosh, 2024; Infinity Marketing, 2025).

In general, the effect of AI on social media marketing can be considered as a result of both capabilities of technology and organization's approach. Brands that perceive AI as an enabler of their marketing activities would benefit significantly from its utilization within social media marketing environment.

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