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Youth Perception towards AI-Based Marketing Tools

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Abstract

Artificial Intelligence (AI) has become an integral part of modern marketing strategies. Businesses increasingly use AI-based marketing tools such as chatbots, recommendation systems, personalized advertisements, and predictive analytics to enhance customer engagement and improve business performance. This study aims to analyze youth perception towards AI-based marketing tools and to understand their impact on youth satisfaction and purchase behavior. The study is based on primary data collected through a structured questionnaire from 40 respondents. Statistical tools such as percentage analysis and mean score are used for data analysis. The findings reveal that respondents perceive AI-based marketing tools as effective and beneficial, but trust and influence on actual buying behavior are relatively moderate.

Keywords: Artificial Intelligence, Youth Perception, AI Marketing Tools, Digital Marketing, Consumer Behavior.

1. Introduction

Artificial Intelligence refers to the ability of machines and computer systems to perform tasks that normally require human intelligence, such as learning, reasoning, and decision-making. In the field of marketing, AI is used to analyze customer data, predict consumer behavior, and provide personalized experiences.

AI-based marketing tools include chatbots, virtual assistants, recommendation engines, dynamic pricing tools, and personalized email marketing systems. These tools help organizations understand customer needs more effectively and deliver customized products and services. As competition in digital markets increases, customer perception towards these AI tools plays a crucial role in determining their success. The perception is a way to **understands, interprets, and forms opinions** about something. As per National Youth Policy (2017) define age group adopted 15-34 years as youth.

2. Statement of the Problem

With the rapid adoption of AI in marketing, businesses invest heavily in AI-based tools. However, the success of these tools depends on how customers perceive and accept them. Some customers may find AI tools useful and convenient, while others may have concerns regarding privacy, data security, and lack of human interaction. Therefore, it is essential to study youth perception towards AI-based marketing tools.

3. Objectives of the Study

1. To analyze youth awareness about AI-based marketing tools.
2. To study youth perception towards AI-based marketing tools.
3. To examine the impact of AI-based marketing tools on youth satisfaction.
4. To identify challenges faced by youth while using AI-based marketing tools.

4. Scope of the Study

The study is limited to youth who use online shopping platforms and digital marketing services. The research focuses on selected AI-based tools such as chatbots, recommendation systems, and personalized advertisements. The study is confined to a limited geographical area and sample size.

5. Research Methodology

- **5.1 Research Design**-Descriptive research design is used in this study to describe youth perception towards AI-based marketing tools.
- **5.2 Sources of Data** - Primary Data and Secondary Data
- **5.3 Sample Size**- The sample size for the study is **40** respondents.
- **5.4 Sampling Method**- Convenience sampling method is used

6. Data Analysis and interpretation**6.1- Demographic profile****Table 1.1 Demographic profile**

Demographic profile	Parameters	Frequency	Percentage
Age	1. 15 to 19 years	4	10.00
	2. 20 to 24 years.	28	70.00
	3. 25 to 29 years	5	12.50
	4. 30 to 34 Years	3	7.50
	Grand Total	40	100.00
Gender	1. Male	14	35.00
	2. Female	26	65.00
	Grand Total	40	100.00

The above table shows the demographic profile of youth respondents regarding AI-based marketing tools based on a sample size of 40 respondents. Age-wise distribution shows that the majority of respondents (28) belong to the age group of 20–24 years, indicating that most participants are youth. This is followed by the age group of 25–29 years (5 respondents). Hence, the study mainly represents young consumers. Gender-wise distribution reveals that 26 respondents are female and 14 are male, indicating higher participation of female respondents in the study.

6.2. Daily Internet Usage:**Table 1.2. Daily Internet Usage:**

Sr. No.	Daily Internet Usage:	Frequency
1	Less than 1 hour	4
2	1–3 hours	20
3	3–5 hours	11
4	More than 5 hours	5
	Grand Total	40

Out of the total respondents, the majority 20 respondents use the internet for 1–3 hours per day, which indicates a moderate level of internet usage among most participants. This is followed by 11 respondents who use the internet for 3–5 hours daily, showing that a considerable proportion is heavy users. It is found that the most respondents are regular internet users, with the majority spending between 1 to 3 hours daily, suggesting that internet usage is an integral part of their daily routine. This reflects a generally high level of digital engagement among youth.

6.3. Youth Awareness about of AI-based marketing tools**Table 1.3 AI tools awareness**

Sr. No.	AI tools	Frequency
1	Chatbots (ChatGPT, website bots)	34
2	Personalized ads (Instagram, YouTube, Google)	29

3	Recommendation systems (Amazon, Netflix)	19
4	Voice assistants (Alexa, Siri)	11
5	Email marketing tools	7
Grand Total		100

The table shows the level of awareness of different AI tools among 40 youth respondents. It is observed that chatbots (such as ChatGPT and website bots) are the most widely recognized AI tools, with 34% respondents being aware of them. This indicates that chatbots are the most popular and commonly known form of AI among users. Overall, the findings suggest that respondents are more aware of visible and interactive AI tools like chatbots and personalized ads, while awareness about backend or less noticeable tools such as email marketing AI is relatively low. This indicates a gap in understanding of the broader applications of AI beyond commonly used platforms.

6.4. Sources of awareness about AI Tools

Table 1.4. Sources of awareness about AI Tools

Sr. No.	Source of awareness about AI Tools	Frequency
1	Social media	25
2	Friends/peers	10
3	College/teachers	13
4	Websites/blogs	13
Grand Total		61

The table 1.4. presents the various sources through which respondents became aware of AI tools. Out of a total of 40 respondents, the majority, i.e., 25 respondents, reported social media as their main source of awareness. This indicates that social media platforms play a significant role in spreading information and creating awareness about AI tools. This is followed by college/teachers and websites/blogs, with 13 respondents each, showing that educational institutions and online content are also important sources of information about AI. It is suggest that digital platforms, especially social media, are the most effective channels for creating awareness about AI tools, while interpersonal sources like friends and peers have comparatively less impact.

6.5. Perception towards AI-Based Marketing Tools

Table-1.5. Perception towards AI-Based Marketing Tools

Sr. No.	Statement	Mean
1	AI-based marketing tools are easy to use	4.05
2	AI tools provide relevant product information	4.02
3	AI tools improve online shopping experience	4.02
4	I trust AI-based marketing tools	3.46
5	AI recommendations influence my buying decisions	3.6

The above table indicates that youth have an overall positive perception towards AI-based marketing tools. The highest mean score is for the statement “AI-based marketing tools are easy to use” (Mean = 4.05), showing that most respondents find these tools user-friendly. Similarly, high mean values for “AI tools provide relevant product information” (Mean = 4.02) and “AI tools improve online shopping experience” (Mean = 4.02) suggest that respondents strongly agree that AI enhances the quality and usefulness of online shopping. However, comparatively lower mean scores are observed for “I trust AI-based marketing tools” (Mean = 3.46) and “AI recommendations influence my buying decisions” (Mean = 3.60). This indicates moderate trust and influence, implying that although users find AI tools helpful and informative, they are

still cautious about fully trusting them or relying completely on AI recommendations for purchase decisions. It is reveal that respondents perceive AI-based marketing tools as effective and beneficial, but trust and influence on actual buying behavior are relatively moderate.

6.6. Impact of AI tools on Youth Satisfaction level

Table 1.6. Impact of AI tools on Youth Satisfaction level

Sr. No.	Statement	Mean
1	AI tools save my time while shopping	3.80
2	I am satisfied with AI-based customer support	3.63
3	AI personalization meets my expectations	3.55
4	AI makes online services more convenient	3.90
5	Overall, I am satisfied with AI-based marketing tools	3.58

The table shows that youth respondents have a moderately positive level of satisfaction with AI-based marketing tools. The highest mean score is observed for the statement “AI makes online services more convenient” (Mean = 3.90), indicating that most respondents agree that AI enhances convenience in online services. This is followed by “AI tools save my time while shopping” (Mean = 3.80), which suggests that AI is perceived as helpful in reducing the time required for shopping. It is found that AI tools positively contribute to youth satisfaction by improving convenience and saving time, but there is scope for improvement in areas such as personalization and customer support to enhance overall satisfaction level

6.7. Challenges faced by youth while using AI tools

Table 1.7. Challenges faced by youth while using AI tools

Sr. No.	Challenges	Frequency
1	Privacy and data security	27
2	Lack of human interaction	19
3	Inaccurate recommendations	10
4	Technical issues	21
5	Too many ads	14
	Grand Total	91

The table highlights the major challenges faced by respondents while using AI tools. The most significant concern is privacy and data security, with the highest number of responses (27), indicating that users are highly worried about the safety and misuse of their personal data. This suggests that trust and data protection are critical issues in the adoption of AI tools.

The second major challenge is technical issues (21 responses), showing that many users experience system errors, slow performance, or glitches while using AI-based platforms.

Overall, the findings reveal that although AI tools are widely used, concerns about privacy, technical reliability, and reduced human interaction remain major barriers to user satisfaction and trust.

7. Findings

The study found that youth have a generally positive perception towards AI-based marketing tools. Most youths are aware of AI tools such as chatbots and personalized advertisements, mainly through social media. Youth find AI tools easy to use, informative, and helpful in improving their online shopping experience. AI also contributes to convenience and time-saving, leading to a moderate level of overall satisfaction. However, trust in AI tools and their influence on actual buying decisions remain moderate. Major challenges faced by youth include concerns about privacy and data security, technical issues, and lack of human interaction.

8. Conclusion

The study concludes that AI-based marketing tools are widely accepted by youth and are perceived as effective in enhancing online shopping experiences. While youth appreciate the convenience and usefulness of AI tools, concerns regarding privacy, trust, and technical reliability limit their full acceptance. Therefore, for wider adoption and higher impact on purchase behavior, marketers should focus on improving data security, transparency, and blending AI with human support systems.

9. References

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