



A Study on the Role of Artificial Intelligence in Social Media Marketing Strategies with Special Reference to Coimbatore City

Ms N. Indhumathi¹,

Assistant Professor, Department of Commerce,
Rathinam College of Arts and Science (Autonomous) Coimbatore¹

Ms Madhuvarshini², Sanjay J³

B. Com, UG Student, Department of Commerce,
Rathinam College of Arts and Science (Autonomous) Coimbatore^{2,3}

Abstract – In the digital era, social media marketing (SMM) has become a cornerstone for business growth, brand engagement, and customer retention. With the proliferation of platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube, businesses have unprecedented access to consumers worldwide. The integration of Artificial Intelligence (AI) into SMM has further revolutionized this domain, enabling businesses to automate processes, deliver personalized content, and make data-driven decisions. This study explores the role of AI in enhancing social media marketing strategies, focusing on its adoption, implementation, and impact among businesses in Coimbatore. It highlights how AI-powered tools such as chatbots, analytics engines, and automated content generators improve customer engagement, brand loyalty, and return on investment. The research also investigates key challenges such as high costs, limited technical knowledge, and data privacy concerns that hinder AI adoption. Furthermore, the study evaluates the role of AI in influencer marketing and its potential to reshape the future of advertising. By analyzing current trends, usage patterns, and business perspectives, this study offers insights into how AI is shaping the next phase of digital marketing innovation and effectiveness.

Keywords - Social Media Marketing, Artificial Intelligence, Customer Engagement, Influencer Marketing, Business Adoption, Coimbatore, Brand Loyalty, Digital Marketing, Automation, Data Analytics, AI Tools, Marketing Strategy.

I. INTRODUCTION

In today's digital age, social media marketing (SMM) has become an essential strategy for businesses, brands, and individuals aiming to establish a strong online presence. Social media marketing refers to the process of creating, publishing, and promoting content on various social media platforms to achieve specific business objectives, such as brand awareness, customer engagement, lead generation, and sales conversions.

Unlike traditional marketing, which relies on television, radio, and print advertisements, social media marketing leverages digital platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube to connect with a global audience. The interactive nature of social media allows businesses to engage with customers directly, fostering trust and loyalty while also gaining valuable insights into consumer behaviour. With billions of active users worldwide, social media marketing has transformed how brands communicate and market their products, making it a cost-effective and highly efficient way to reach targeted audiences.

The importance of social media marketing

The importance of social media marketing cannot be overstated, as it provides businesses with unparalleled opportunities to interact with customers in real time. One of the primary benefits is increased brand awareness. By

consistently sharing high-quality content and engaging with followers, businesses can reach a vast audience, enhancing their visibility and credibility. Additionally, social media marketing plays a crucial role in customer engagement, allowing businesses to respond to queries, address concerns, and gather feedback instantaneously. Unlike traditional marketing methods, which often involve one-way communication, social media fosters two-way interactions, creating a more personalized and meaningful connection with customers. Furthermore, social media marketing significantly contributes to website traffic and search engine optimization (SEO). By strategically posting content with relevant keywords and links, businesses can drive traffic to their websites, ultimately boosting their search rankings. Another critical advantage is cost effectiveness; as social media marketing requires minimal investment compared to traditional advertising while offering a high return on investment (ROI). With the ability to target specific demographics, businesses can allocate their marketing budgets more efficiently, ensuring their messages reach the right audience at the right time.

Artificial intelligence in social media marketing

Artificial Intelligence (AI) is revolutionizing social media marketing by enabling businesses to create more personalized, data-driven, and efficient strategies. AI-powered tools assist in content creation, customer service, and ad targeting, helping brands engage with their audience more effectively. Chatbots enhance customer



interactions by providing instant responses, while AI-driven analytics help marketers understand trends, sentiment, and user behavior. AI also optimizes ad placements, detects influencer fraud, and automates post scheduling to maximize engagement. Additionally, AI-powered visual recognition and social listening tools allow brands to track mentions and analyze user-generated content. As AI continues to evolve, it will further enhance social media marketing by offering hyper-personalized experiences, improving predictive analytics, and streamlining content strategies for better audience engagement and business growth.

Significance of the Study

This study on social media marketing is significant as it underscores the transformative role of digital platforms in modern business strategies. By exploring the integration of Artificial Intelligence (AI), it offers valuable insights for businesses, marketers, and researchers into improving brand engagement, personalization, and campaign effectiveness. It also addresses current challenges, such as data privacy and ethical concerns, while highlighting the growing influence of social media on consumer behavior. Overall, the study contributes to developing more informed, efficient, and ethical marketing practices in the digital age.

Statement of the Problem

The increasing reliance on AI in social media marketing presents both opportunities and challenges for businesses. While AI can enhance marketing efforts through automation, analytics, and personalized engagement, many businesses in Coimbatore face obstacles in adopting and implementing AI technologies effectively. Factors such as lack of awareness, high costs, data privacy concerns, and the need for skilled professionals hinder the seamless integration of AI into social media marketing strategies. This study seeks to examine these challenges and explore potential solutions to bridge the gap between AI capabilities and business adoption in Coimbatore.

Objectives of the Study

- To analyse the role of AI in enhancing social media marketing strategies.
- To study the adoption and implementation of AI-driven tools by businesses in Coimbatore.
- To evaluate the impact of AI on customer engagement and brand loyalty.
- To identify the challenges and limitations associated with AI in social media marketing.

II. RESEARCH METHODOLOGY

Research methodology is a systematic approach to solving a research problem. It involves the specific processes, techniques, and strategies used to identify, select, process, and analyse information about a topic. It can be understood as the science of studying how research is conducted in a structured and logical manner.

Research Area:

Coimbatore, a dynamic business hub in India, serves as an ideal setting for studying the impact of AI in digital marketing within an urban Indian context. This research aims to explore how businesses in Coimbatore are integrating AI technologies to optimize their digital marketing strategies, enhance customer engagement, and drive business growth. By analysing the adoption, challenges, and effectiveness of AI-driven marketing tools, this study seeks to provide valuable insights into the evolving digital landscape and its implications for businesses in the region.

Research Design

This study follows a descriptive research design, aiming to systematically analyse the role of AI in digital marketing within the business landscape of Coimbatore. The research adopts a quantitative approach, collecting and analysing numerical data to assess AI adoption, its impact on marketing strategies, and business outcomes. A structured survey will be conducted among businesses in Coimbatore to gather insights on their usage, challenges, and perceptions of AI in digital marketing. The study's sample design involves selecting a representative group of businesses across various sectors to ensure comprehensive and reliable findings.

Data Collection

In accordance with the chosen descriptive research design, data collection for this study will be carried out using a structured questionnaire prepared on Google Forms. The questionnaire will be distributed to businesses in Coimbatore to gather insights on AI adoption in digital marketing, its effectiveness, and associated challenges.

This study relies on two types of data:

Primary Data

This data is collected first hand by the researcher specifically for this study. It will be gathered directly from business owners, marketing professionals, and decision-makers using surveys and questionnaires. Respondents will provide insights into their experiences, strategies, and challenges regarding AI in digital marketing.



Secondary Data

This refers to data that has already been collected and analysed by other researchers or organizations. It will be sourced from published reports, academic research papers, industry whitepapers, and credible websites. The collected secondary data will be carefully reviewed, edited, coded, and processed using tools such as Microsoft Word and Excel for better analysis and interpretation.

Sampling

Population: The population for this study consists of businesses in Coimbatore City that engage in digital marketing and have the potential to adopt or are currently using AI-driven marketing strategies. This includes business owners, marketing professionals, and decision-makers across various industries.

Sampling Size

The sample size selected for this study is 125 Respondents. This ensures a diverse and sufficient number of participants to provide meaningful insights into AI adoption in digital marketing.

Sampling Method

The study employs convenience sampling, a widely used non-probability sampling technique. This method allows the researcher to select respondents based on accessibility and willingness to participate, making data collection more efficient and practical. Convenience sampling ensures that insights are gathered quickly, though potential limitations.

III. REVIEW OF LITERATURE

SINGH, PREETI RAJPAL ET AL., (2025) examined the possible effects and influence of the use of AI in digital media, with an emphasis on social media marketing. The researchers conducted statistical analysis of technology acceptability along with utilisation based on quantitative study. They investigated the link between experience in "social media marketing" (SMM), knowledge of "machine learning (ML) in SMM," and rate of applying "ML algorithms in SMM campaigns," with potential users' comprehension of "AI-based software on three pillars" (image analysis, audience analysis, and sentiment analysis). Online marketing may be more focused on strategy. The findings of the study indicate that potential clients or customers of AI Media technology are highly curious and trusting its major proposal.

ACCORDING TO KANE (2024), social media has altered virtually every aspect of society. Artificial intelligence (or AI) is making a significant impact on technology in business. The procedures for executing the whole business procedure, which used to be performed manually but is currently carried out digitally, also went through a

transformation. The proliferation of social media endured a huge influence on the marketing industry. Marketing approaches and methods have evolved significantly throughout the years. Embracing social media platforms might be an efficient strategy to boost marketing efforts. AI and technology are always evolving to provide new capabilities.

Table 1: What Aspects of Social Media Marketing Have Improved with AI

S.No	Particulars	No .of Respondents	Percentage
1	Content Creation	37	29.6%
2	Audience Targeting	22	17.6%
3	Customer Engagement	29	23.2%
4	Ad Optimization	16	12.8%
5	Performance Analytics	21	16.8 %
Total		125	100%

Interpretation

From the above table explain the aspects of Social Media Marketing have improved with AI, some important aspects of given above, those are 29.6% Content Creation, 17.6% Audience Targeting, 23.2% Customer Engagements, 12.8% Ad Optimization, 16.8% Performance Analytics. The majority of respondents are Content Creation 29.3%.

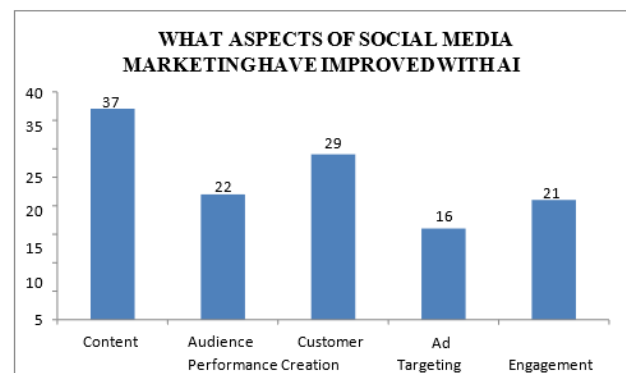


Table 2: What are the Major Challenges of Using AI in Social Media Marketing?

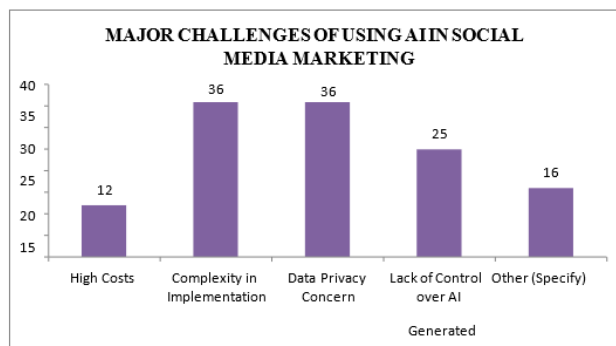
S.No	Particulars	No. of Respondents	Percentage
1	High Costs	12	9.6%
2	Complexity in Implementation	36	28.8%
3	Data Privacy Concern	36	28.8%



4	Lack of Control over AI Generated Content	25	20%
5	Other (Specify)	16	12.8%
Total		125	100%

Interpretation

This table refers to the major challenges of using AI in Social Media Marketing 9.6% in high costs, 28.8 % in complexity in implementation and 28.8% in data privacy concerns, 20% in lack of control over AI-generated content, 12.8% in other specify. Major challenge of using AI in social media data privacy concern and complexity in implementation 28.8%



Suggestions

- Personalizing the marketing messages to each individual customer based on their browsing and purchasing history would help to improve the search and customer experience on the website.
- AI-powered chat bots can be utilized to provide 24/7 customer support, answering frequently asked questions, and helping customers to find the information they need quickly, which will enhance the customer utility.
- Using predictive analytics to anticipate customer behaviour and preferences, allows tailoring marketing campaigns to customer needs.
- Using sentiment analysis helps to track customer reactions to company's marketing campaigns and adjust marketing strategies accordingly.

IV. CONCLUSION

Social media marketing has revolutionized the way businesses connect with customers, build brand identity, and drive sales. By leveraging various platforms, creating engaging content, and implementing strategic marketing campaigns, businesses can establish a strong digital presence and achieve their marketing objectives. The interactive nature of social media enables brands to foster relationships with their audience, respond to customer feedback, and gain valuable insights into consumer

preferences. However, to succeed in social media marketing, businesses must continuously adapt to changing trends, analyze performance metrics, and optimize their strategies. Whether through organic content, paid advertising, influencer collaborations, or interactive campaigns, social media marketing offers limitless opportunities for businesses to grow and thrive in the digital era. As technology and consumer behaviour continue to evolve, embracing innovation and staying ahead of emerging trends will be crucial for long-term success in social media marketing.

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