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From ideation to execution: Unleashing the power of generative AI in modern digital marketing and customer engagement- A systematic literature review and case study

Salih, Sayeed [a] ; Husain, Omayma [b, c] ; Mohamed Almohamedh, Refan [d] ;
tajelsier, Hayfaa [e] ; Hassan Abdalla Hashim, Aisha [a] ; +2 authors

[a] Department of Electrical and Computer Engineering, Faculty of Engineering, International
   Islamic University Malaysia, Kuala Lumpur, 53100, Malaysia

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Abstract

Generative Artificial Intelligence (GAI) is revolutionizing digital marketing by auto-content creation, personalized customer experience, and data-driven decisions. This study conducts a systematic literature review and case study analysis to explore GAI applications, benefits, and challenges in modern digital marketing. Drawing on an extensive analysis of academic journals and industry publications, the current research examines leading GAI software such as ChatGPT, DALL-E, MidJourney, Jasper.ai, and Synthesia based on how they aid in content creation, visual design, and video production. The research also provides real-world case studies in multiple industries, such as retail and fashion, food and beverages, and travel and tourism. The case findings illustrated how GAI

augments marketing automation, facilitates customer engagement, and amplifies brand engagement, resulting in greater customer satisfaction, higher conversion rates, and better campaign performance. Although it has several benefits, the adoption of GAI is hampered by several critical barriers, such as data privacy, ethical risks, worker resistance, quality control issues, and infrastructure constraints. This research pinpoints these essential challenges and offers practical solutions. It provides actionable insights for businesses seeking to leverage GAI for competitive advantage in the evolving digital landscape by bridging the gap between theory and practice. The findings contribute to the growing discourse on AI-driven marketing strategies and lay the foundation for future research on GAI's long-term impact on consumer engagement and brand loyalty. © 2025

Author keywords

AI personalization; Content creation; Customer engagement; Digital marketing; GAI adoption; Generative AI; Marketing automation

Indexed keywords

Engineering controlled terms

Competition; Data privacy; Electronic commerce; Sales

Engineering uncontrolled terms

AI personalization; Case-studies; Content creation; Customer engagement; Digital marketing; Generative AI; Generative artificial intelligence adoption; Marketing automation; Personalizations; Systematic literature review

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Corresponding authors

Corresponding author	S. Salih
Affiliation	Department of Electrical and Computer Engineering, Faculty of Engineering, International Islamic University Malaysia, Kuala Lumpur, 53100, Malaysia
Email address	Salih.sayd@gmail.com

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