

Marketing trend analysis within artificial intelligence applications**Lakehal mohamed¹, Messaoudine imane²**¹Relizaneuniversity-Ahmed zabana (Algeria), mohamed.lakehal@univ-relizane.dz²Tipazauniversity(Algeria), messaoudine.imane@cu-tipaza.dz*Received: .30./11/2025**Accepted: .07/03/2026**Published: 15/03/2026***Abstract:**

This research paper aims to identify artificial intelligence as a modern approach in terms of concepts and applications, while clarifying the impact of artificial intelligence on marketing within the framework of the trend towards intelligence and marketing creativity, and also touched on artificial intelligence from an economic perspective and referred to transactions and transactions based on achieving added value to the economies of the world and the possibility of moving towards smart payment applications in the marketing field, the study concluded that artificial intelligence has provided important applications in the field, including automated product description, chatbots, Internet of Things and others.

Keywords: Artificial Intelligence, Apps, Innovation, Marketing, Transactions, Iot, Smart Payment**Jel Classification Codes:** M3, D8, O3

1. Introduction :

The shift towards automation and artificial intelligence applications has become an inevitableness for many emerging economies, due to intelligence-based applications, Many positive indicators were achieved in all fields, including the economic ones, which achieved a set of gains. On the other hand, similar sectors were able to benefit from this technological approach, as many transactions and data were digitized. This is due to the advantages of artificial intelligence and its applications, such as deep learning, machine learning, cloud computing, and others.

One of the fields that has benefited from artificial intelligence is marketing. Which is considered one of the inputs that contribute to building and promoting the product through many technologies and tools. Where we moved from the traditional stamp to the electronic stamp within the 7Ps model.

Which witnessed a transformation through digital technologies, which formed an electronic marketing mix. Among the features of this, we find web marketing, which has recently witnessed development through modern technology, and the technologies and applications it provides that serve the marketing path.

Based on the above, the problem of the research paper is as follows :

"What is the position of marketing in light of artificial intelligence applications?"

1.2-importance of research :

- Knowing the scientific basis of artificial intelligence
- Explaining the applications of artificial intelligence
- Explaining the economic role of artificial intelligence in terms of transactions and the extent of contributions to the world's economies
- Analysis of the role of applications (Ai outputs) in the marketing field within the technological dimension

1.3-Research paper :

First	Marketing within the artificial intelligence approach
Section 2	Artificial intelligence from an economic perspective: towards a pioneering model for developing transactions and transactions
Endly	Knowing the marketing trend within artificial intelligence applications

2 .concept :

by (hariri&didouche, 2022, p. 311) , "Artificial intelligence is known as one of the latest computer sciences ,It consists of two parts: artificial, which is intended for use as a computer, cyber operations ,The aspect related to intelligence represents the purpose associated with using computers to imitate human intelligence'' ,The term artificial intelligence (Ai) refers to systems or devices that mimic human intelligence to perform tasks and that can improve themselves based on the information they collect.(belacel&Amrouche, 2022, p. 1155)«According to nilsson, artificial intelligence is the information technology industry that mostly works with machines . But Boucher, based on the definition from the European Commission, sees them as systems that display intelligent behavior by analyzing their environment and making decisions and actions with a high degree of independence (Artabaz, 2022, p. 1253).

From the foregoing definitions, it can be concluded that artificial intelligence "is a contemporary paradigm grounded in both technical capabilities and human cognition within an integrative framework. It is employed to facilitate operations and transactions through applications serving organizations and individuals alike, and it has become an inevitableness in the modern era to ensure the continuity and sustainability of contemporary organizations."

This technological and technical paradigm is characterized by a set of distinctive features, summarized as follows:

The ability to think and perceive, as well as to acquire knowledge	Learning from previous experiences and acquired knowledge.
The ability to apply past experiences to new situations.	Using trial and error to explore different situations.
The ability to respond rapidly to new situations and changing circumstances.	Handling difficult and complex cases.
The ability to handle ambiguous situations in the absence of complete information.	Exercising imagination and creativity, and understanding visual phenomena

Source : (Aboubaker & khaled, 2020, p. 37)

2.1.App :

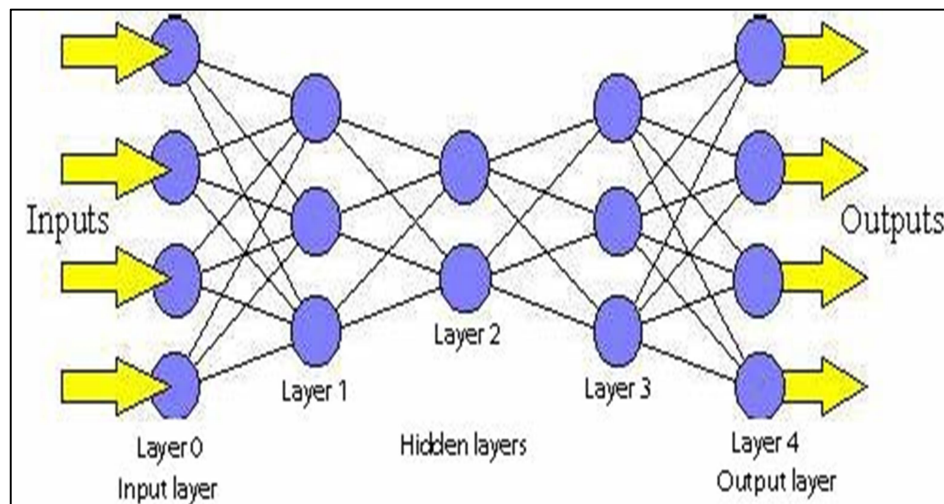
According to a study of (Djemai, 2023, p. 45) , the applications of artificial intelligence are as follows :

-Artificial neural networks (ANN):

It is a data processing system that contains a large number of small information processing systems, called neurons. It is also characterized by the following:

- Its ability to integrate information sources.
- Statistical analysis tool.
- precision and realism
- Modification according to new data.
- Efficiency and speed

Fig.01.Architecture of (ANN)



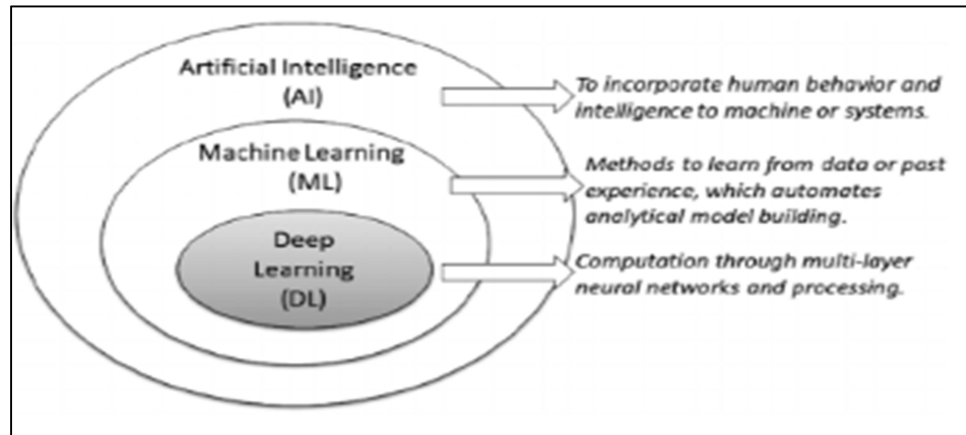
Source : (Networks, 2025, p. 01)

-Expert systems: these are complex computer systems that collect specialized information (i.e. in a specific field only). Expert systems have become widely used in many applications to improve business cycle performance

-Deep learning (DL) : significantly transformed the field of artificial intelligence (Ai), achieving excellent performance in different applications and demonstrating robust capabilities in handling vast amounts of data and complex computations (Ibomoiye & Theo , 2024, p. 01)

According to the (Iqbal, 2021, p. 3)"(DL , Ai .ML) are three popular terms ,we illustrate the position of deep Learning, comparing with machine learning and artificial intelligence."According to the following figure :

Fig.02.the position of Ai,ml& dl



Source : (Iqbal, 2021, p. 3)

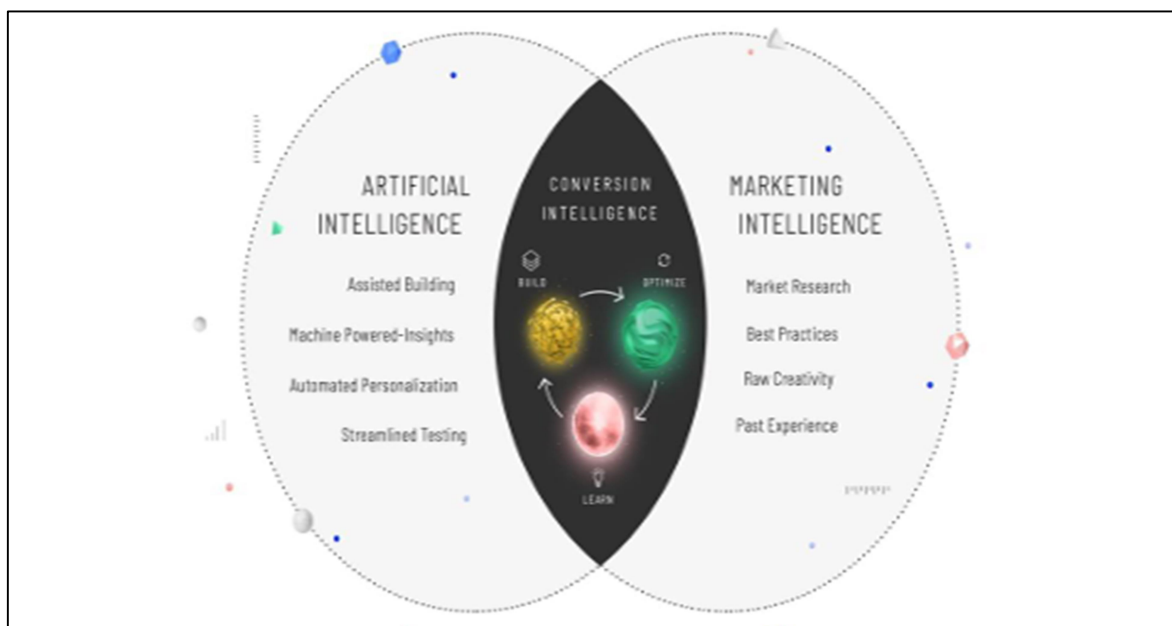
From the perspective of artificial intelligence in marketing, a report on the impact of artificial intelligence in marketing was issued by Drift Center (Tarek Ahmed , 2024, p. 130) :

- 52% of marketers recognize the importance of Ai.
- 80% of marketers believe they use AI within five years to automate tasks.
- 56% believe it will create jobs.

One of the report's findings is that 17% of marketers learn and apply Ai in marketing ,Among the main reasons for not adopting AI in marketing are:

- 70% Lack of education and training
- 46% Lack of awareness,
- 46% Lack of resources

Fig. 02.The power of Ai- in enhancing marketing intelligence and creativity through data analysis



Source : (Tarek Ahmed , 2024, p. 131)

The application of artificial intelligence also leads to many advantages and disadvantages, which we will explain in the following table. :

Table .01. Advantages and Disadvantages of Ai- in Marketing

Advantages	Disadvantages
Increased return on investment (ROI)	Data challenges
Enhanced customer experience	Budget constraints
Faster and more effective business decision-making	Talent scarcity
More accurate measurement	Privacy concerns

Source : (Hacene, 2023, p. 21)

3. Artificial Intelligence from an Economic Perspective: Toward an Entrepreneurial Model for the Development of Transactions and Dealings

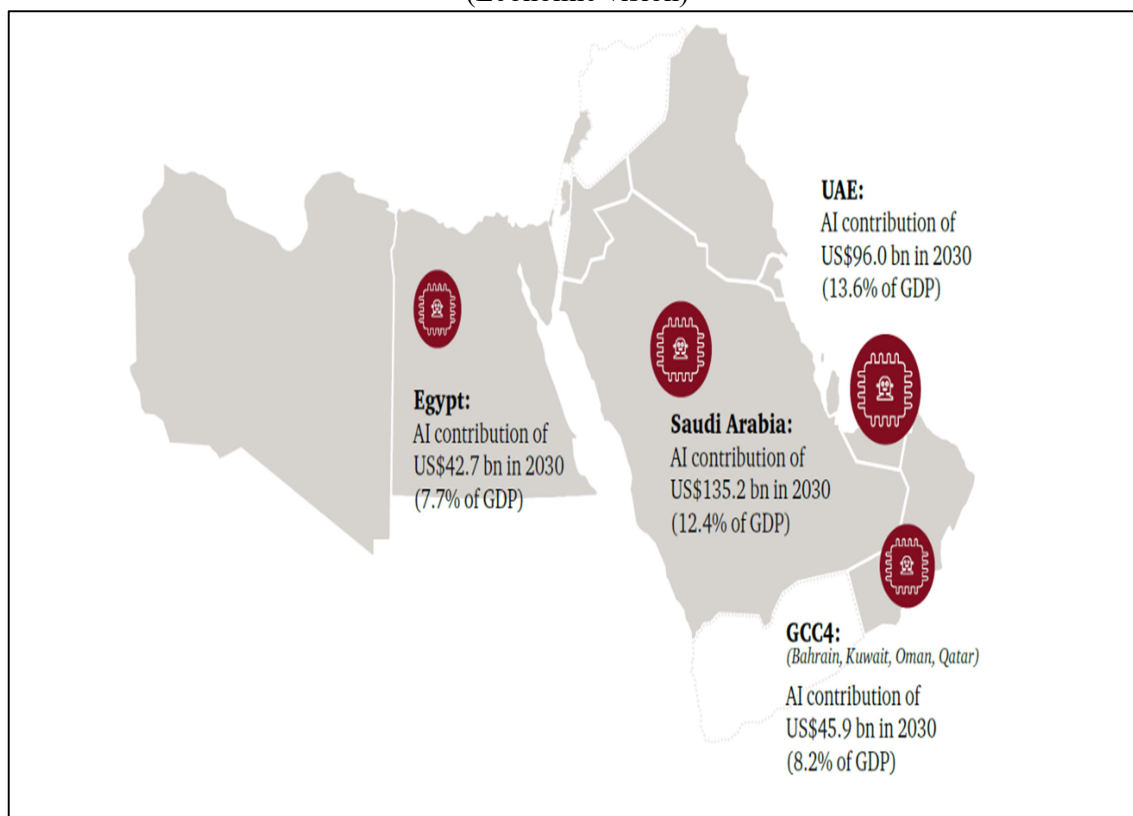
Specialized reports indicate the expected role of artificial intelligence technologies in enabling the banking community to achieve savings worth more than \$1 trillion by 2030. East Middle PwC expects technology to contribute 320\$ billion to GDP, With the growing demand for high-tech banking services from high-tech customers, many financial institutions have turned to adopting artificial intelligence, Within the framework of achieving leadership in the digital age (automation), Global development is therefore closely linked to the utilization of artificial intelligence and big data. It is estimated that artificial intelligence could contribute up to 15.7 trillion US dollars to the global economy by 2030. (hicham & dalal, 2022, p. 210).

There has also been a shift towards smart electronic payment systems through the use of chat-based technologies and payment via robots in digital commerce. Conversations with the robot before the purchase process are expected to reach 95% by 2040. Especially, if we know that online purchases in the United States reached \$340 billion in 2021 by 10% percentage, and the value of digital commerce in China reached \$672 billion, and in Britain \$99 billion. Which means that developing artificial intelligence through payment via robots is necessary to polarize digital payment processes (Lakehal, 2023, p. 29).

By Anticipates. the McKinsey Institute also expects that artificial intelligence (anticipates) will achieve an economic output of about 13 trillion US dollars by 2030, Which increases global GDP by about 1.2% annually by replacing labor with automation in products and services. It works to provide performance, which achieves good economic capabilities for many of the world's economies (Hacene, 2023, p. 18)

Regarding the gains achieved by intelligence applications in the Middle East and the prospects for 2030, according to pwc, It appeared in the following form:

Fig.04 .Intelligence applications in the Middle East, Horizons 2030
(Economic vision)



Source : (Stephen & All, 2017, p. 01)

4.Marketing trend withinartificial intelligence applications :

A studyconducted by Smart Insights showedthat 55%.from companies , It isconsideringusingartificial intelligence in its marketing programs ,Becauseit has an impact, enhances the performance of marketing campaigns, and improves the e-marketing experience,through applications,Whichinclude (saifddine, 2021, p. 368) :

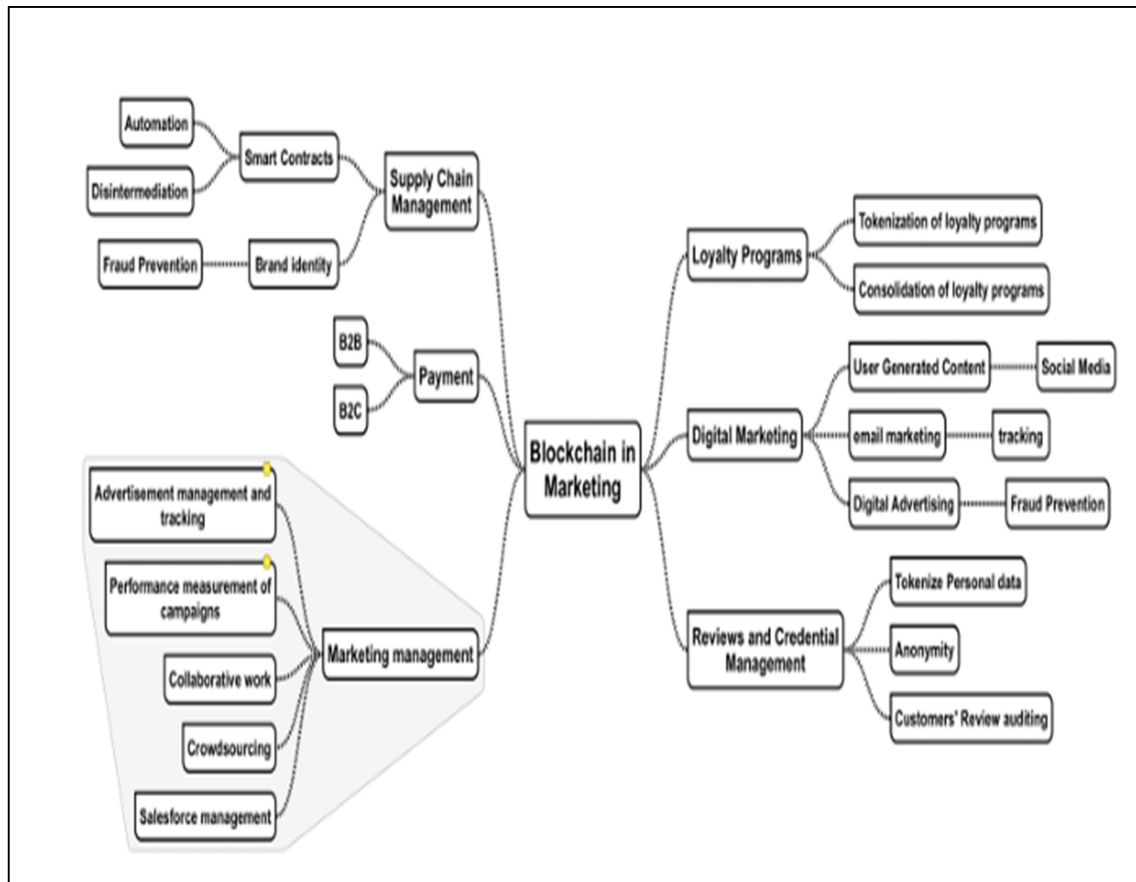
Intelligent Searches	Convert the searchtermintopurchases, goods and services ,through AI-poweredoperations Due to the use of information,
Visual Search	Among the more modern trends that have been introducedrecently, Shopperscannowsearch for whattheyneed via the image(trademark,quality, size ,color)
Voice Assistance	It relieves the person of the necessity of writing and Achieves interaction
AI + IoT	transmit valuable information about users (healthmetrics, heart rate, driving and shopping habits), to e-commerce

In addition to :

- Chatbots
- Automated Description of Products.
- PersonalizedAdvice .
- Automation of Warehouses.

In addition to the above, Block Chain technology is among the most promising technologies in the field of digital marketing in terms of supporting database marketing within the framework of the customer approach.

Fig. 05. BC applications in marketing



Source : (hanene & salim, 2023, p. 147)

AIM marketing has also contributed to rebuilding and shaping marketing strategies through : (hanene & salim, 2023, p. 147)

Deepfishing:	It keeps pace with the rapid growth of technology and helps customers find what they are looking for with the help of search engines
Genius Ads	This helps marketers create smarter and more effective online ads based on AI solutions
Filtered Content	Helps marketers understand customers, filter out existing buyers and create personalized content in an optimal way

From a statistical perspective, Artificial intelligence has benefits in terms of the degree of use, and the most important gains achieved are illustrated in the following figure :

Fig. 06 . The benefits of using artificial intelligence in marketing



Source : (K, nalini, p.,Radhakrishnan, g, Yogy., s, Santhiya& v, Harivardhini, 2021, p. 3126)

Among the tags used in marketing using artificial intelligence, we find : (Alit, 2023, pp. 80-81) :

- IKEA –Customer service at every point, based on augmented reality vr
- L'oreal.Real-time pre-purchase experience
- Nhs blood and transplant
- Ai-enhanced payads
- Smart mirrors

5.Conclusion :

Based on what was discussed in this research paper, it became clear that artificial intelligence has an important and pioneering role and an inevitable necessity in the field of business, including marketing. This is due to several considerations, most of which are economic, as the external environment has become based on technological changes, which has put institutions in a position to change marketing methods and techniques and make them suitable for technological applications. This ensures reaching customers with smart content through chat or remote purchasing, similar to the other party obtaining products that are compatible according to the technological dimension, such as smart products and services.

5.1.Key Findings

-Artificial intelligence is a technical approach and a contemporary approach that has contributed to the realization of the AIM model in the marketing environment.

-Marketing is moving towards a technological framework based on applications used in the marketing field and related to customers.

-Artificial intelligence helps revive many economies.

-The scope of artificial intelligence application is expanding according to 2030 data

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