

# THE ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING RESEARCH

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## Abstract

This in the article marketing research artificial intellect technologies importanc, application and results illuminated. Market in the economy competitiveness supply , consumer needs determination and marketing strategies effective in formation artificial of intellect caught place analysis Amazon, Netflix, Sephora , etc. large companies experience The real impact of SI technologies through open Digital is also available in Uzbekistan . trade, banking and tourism in the fields artificial from the intellect use trend increasing The article also discusses the development of SI technologies. advantages and disadvantages and future development prospects seeing Research content analysis, statistics and comparison methods through take gone.

**Keywords:** Marketing, artificial intelligence, marketing research, big data, machine learning, sentiment analysis, segmentation, recommendation systems, digital transformation, consumer needs, personalization, data security, real-time marketing, uzum market.

## Introduction

In Uzbekistan market economy new under the circumstances marketing social economic role further This has increased the marketing system from everyone. every multifaceted, deep to study requirement Marketing is working issued the product light sell art not, but to the consumer valuable was something giving it his life to improve help is to give.

Local entrepreneurs marketing system field according to enough knowledge and to experience has absence because of them economy, commerce and management tasks narrow- minded in solving from approaches They are using this. enterprises activity efficiency to decrease take is coming. Current at the time modern marketing is a lot costly to the system became, that's it because of enterprises the market segmentation to the issues big attention their attention necessary, because the market segmentation marketing research important from directions one is considered. In competition swallowed exit main The condition is also segmentation. Previous marketing is key in these times attention to the product marketing strategy, focusing on purpose possible as much as possible big in



quantity consumers attraction to grow was if today's on the day and the main activity differentiated needs to satisfy attraction to be necessary .

Today on the day the market segmentation tool through clear consumers group was enterprise and organizations stable developing. They at the market leader position to occupy the market targeted into segments separate , each one customer's need every one-sided research to him maximum at the level satisfy their ways looking for they find reason is happening . Consumers needs maximum accordingly research to grow and from the beginning knowing to take for marketing research many cost to do right comes . Under ideal conditions to consumers exactly this product or him/her working issuer to the company enthusiast rotation that's all it takes him/her to the product relatively high level confidence, approach about word to conduct possible: “ today's on the day to everyone little although likeable products for markets there is not , only to someone very likeable products for markets there is .

Currently competitive at the market Marketing research is becoming increasingly important for companies . Along with traditional methods, the use of artificial intelligence (AI) technologies in marketing research is expanding as a result of the development of modern technologies. With the help of artificial intelligence, the processes of data collection, analysis and forecasting are accelerating and increasing in accuracy. This article analyzes the role of artificial intelligence in marketing research, its capabilities, advantages and prospects.

Article The purpose of the article is to study the importance of artificial intelligence technologies in marketing research and determine its effectiveness in practice. main tasks of the following consists of :

- Marketing research in the process artificial intellect technologies types to determine;
- The advantages of artificial intelligence in marketing and restrictions analysis to do;

Artificial through practical examples of intellect efficiency show;

- Future trends and prospects assessment.

This in research scientific The basis was articles, statistical data, company experiences and current news in the field of marketing. Content analysis, statistical analysis and comparative methods were used to analyze the data.

marketing research artificial from the intellect usage: theoretical basics.

Marketing research is The process of collecting and analyzing data needed to guide a company's operations. Artificial intelligence serves to optimize, speed up,



and reduce human error in this process. Artificial intelligence in marketing research following technologies through manifestation will be :

- Big Data
- Machine Learning
- Natural Language Processing (NLP)
- Sentiment Analysis

Practical examples and statistic analysis. World on a scale large Companies are using artificial intelligence effectively. For example :

- Amazon artificial intellect created a recommendation system using statistical data . According to , 35% of Amazon sales recommendation system through done ( McKinsey , 2022).
- Netflix platform users watch learns your viewing habits and personalizes content recommendations. In 2021, 80% of Netflix users recommendation made content based on watch did (Statista, 2022).
- Sephora Company artificial intellect based on to customers customized beauty products recommendation doer chatbots created .

Uzbekistan also has artificial intelligence in the marketing sector . from the intellect use trend slowly growing In particular, online trade platforms, in the banking sector digital services, tourism and education in the fields artificial intellect technologies current is being done.

Example for , Uzum Market, Texnomart and another one electronic commerce platforms artificial intellect using to customers suitable products recommendation to do , individual actions send and customers service in automation from chatbots is using . This is sale size increase, customer need determination and their consent in providing big role is playing.

In the banking sector and the People Bank, Silk Like a bank financial institutes artificial intellect based on to customers credit assessment and service show speed increase for innovative systems working is coming out.

Tourism in the field and tourism companies chatbots and artificial intellect based on recommendations through to tourists personalized services offer Artificial intellect in marketing application as a result following to efficiency is being achieved:

- Trade indicators increase ;
- Customers to the needs fast and right answer to give ;
- Data analysis to do marketing strategies based on optimization ;



- Brand loyalty increase and consumers with further close connections development;

- This with together, artificial intelligence into marketing current in the process of technician infrastructure development, specialists shortage and information safety to the issues separately attention is being addressed.

### **Artificial intellect technologies advantages and disadvantages**

Advantages: - Accuracy and Speed: Data analysis fast and clear done is increased.

- Personalization : Any one individual approach to the client opportunity is created .

- Resources Saving : Human to resources was need decreases .

- New Opportunities : New marketing strategies create opportunity gives .

Disadvantages : - Data Privacy : Customer your information safety provide problems there is .

- Technological difficulties: Artificial intellect systems create and current to do big cost and time demand does.

- Human factor Decrease : Marketing strategies may lack a human-intuitive approach.

### **Future trends and prospects**

Future marketing research artificial of intellect following in directions development expected :

- Real- time marketing: Customer to their behavior immediately answer to give opportunity .

- Emotional artificial Intelligence : Consumers emotional status define , match strategies working exit

- Voice Search and Visual Search marketing: Voice and picture based on Search marketing strategies current is being done.

- Blockchain and artificial intelligence integration: Innovative approaches to data security.

### **Conclusion and recommendations**

Artificial intelligence is becoming an important tool in improving the efficiency of marketing research. It helps companies to better understand customer needs and make quick and accurate decisions. At the same time, when implementing artificial intelligence, it is necessary to take into account factors such as data security, technological investment and maintaining a human approach.



Companies in Uzbekistan are also following global trends behind without leaving artificial intellect technologies to marketing research active current they reach necessary .

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