

Exploring The Role Of Artificial Intelligence In Enhancing Marketing Agency Performance: Price And Quality

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Abstract: This research paper explores the impact of artificial intelligence (AI) on various aspects of marketing, content creation, and user satisfaction. AI technologies are transforming the marketing landscape by enabling businesses to analyze vast amounts of data, personalize customer experiences, and optimize marketing strategies in real time. This study delves into how AI enhances content writing through automation and predictive analytics, streamlining the content creation process while ensuring relevance and engagement. Furthermore, the paper examines the role of AI in video editing and content management, highlighting its capabilities in improving efficiency and creativity while addressing the challenges faced by content creators. Additionally, the research investigates user satisfaction with AI applications across these domains. It emphasizes the importance of transparency, explainability, and user control in fostering trust and satisfaction with AI systems. By analyzing user feedback and satisfaction levels, this study aims to provide insights into the effectiveness of AI technologies and their impact on user engagement and loyalty. The findings of this research contribute to a deeper understanding of AI's role in enhancing business processes and the critical factors influencing user satisfaction in an increasingly automated and data-driven world.

Keywords: Artificial Intelligence, Marketing Agency, Performance, Price, Quality

INTRODUCTION:

Artificial Intelligence (AI) in marketing refers to the use of advanced algorithms and machine learning techniques to analyze data, predict consumer behavior, and automate marketing processes. By leveraging large volumes of data, AI can identify patterns and trends that are not easily recognizable by human marketers. This capability enables businesses to tailor their marketing strategies to specific consumer segments, improving engagement and increasing the effectiveness of campaigns. AI can assist in various marketing functions, such as customer segmentation, personalized content creation, and optimizing pricing strategies.

One of the most significant applications of AI in marketing is the use of chatbots and virtual assistants, which enhance customer service and engagement. These AI-powered tools can interact with customers in real-time, providing instant responses to inquiries, guiding them through the purchasing process, and addressing common issues. This not only improves customer satisfaction but also allows businesses to operate more efficiently by reducing the need for human intervention in routine interactions. Moreover, AI can analyze customer interactions and feedback to continuously improve these automated systems, ensuring they evolve with changing consumer preferences.

Another crucial aspect of AI in marketing is predictive analytics, which uses historical data and machine learning models to forecast future consumer behavior. By understanding patterns in past purchasing behavior, AI can help marketers predict which products are likely to be successful, optimize advertising spending, and identify the best channels for reaching target audiences. Additionally, AI can facilitate A/B testing and campaign optimization by analyzing performance data in real-time, allowing marketers to make data-driven decisions and allocate resources more effectively. Overall, AI enhances marketing strategies by making them more data-driven, personalized, and efficient, ultimately driving better results for businesses.

AI in Content Writing: AI in content writing involves using advanced algorithms and natural language processing (NLP) technologies to generate, optimize, and enhance written content. These AI tools can analyze vast amounts of text data, learning from patterns and styles to produce coherent and contextually relevant articles, blog posts, social media content, and more. By automating the writing process, AI tools can significantly reduce the time and effort required for content creation, allowing writers to focus on more strategic aspects of their work, such as creativity and audience engagement.

Moreover, AI content writing tools can assist in enhancing the quality of written material by providing suggestions for grammar, tone, and structure. They can analyze the target audience's preferences and tailor

content to meet their needs, ensuring that the writing is engaging and relevant. Additionally, AI can help with SEO optimization by suggesting keywords and phrases that improve the content's visibility on search engines, ultimately driving more traffic to websites. This integration of AI in content writing enhances productivity and enables businesses to maintain a consistent flow of high-quality content.

AI in Video Editing: AI in video editing refers to the use of artificial intelligence to streamline and enhance the video production process. AI tools can automate time-consuming tasks such as cutting, trimming, and sequencing footage, making the editing process more efficient. For instance, AI algorithms can analyze the video content, identifying key moments or highlights to create a concise final product without extensive manual intervention. This automation allows video editors to focus on creative decisions rather than getting bogged down by technical details.

Additionally, AI-powered video editing tools can enhance the overall quality of the content by offering features like color correction, noise reduction, and automated scene detection. These tools can analyze visual elements and make adjustments in real time, resulting in polished and professional-looking videos. Furthermore, AI can assist in generating captions, subtitles, and even video summaries, making it easier for content creators to reach a broader audience and enhance viewer engagement. By leveraging AI in video editing, creators can produce high-quality content more quickly and efficiently, catering to the increasing demand for visual media.

AI in Content Management: AI in content management involves using artificial intelligence to streamline the organization, storage, and distribution of digital content across various platforms. AI-powered content management systems (CMS) can automate tasks such as categorizing and tagging content, making it easier for businesses to maintain an organized digital library. By utilizing machine learning algorithms, these systems can analyze user behavior and preferences, allowing for personalized content recommendations and improved user experiences. This not only enhances content accessibility but also drives higher engagement rates among users. Moreover, AI can play a significant role in content analytics and performance measurement. By analyzing data related to user interactions, such as page views, time spent on content, and social media shares, AI tools can provide insights into what types of content resonate with audiences. This information enables marketers and content creators to make data-driven decisions, optimizing their content strategies for better results. Ultimately, the integration of AI in content management helps organizations improve efficiency, enhance user experience, and maximize the impact of their digital content.

Satisfaction of AI:

Satisfaction with AI refers to the degree to which users feel content with the performance, usability, and outcomes of AI systems. This satisfaction can significantly influence user adoption and ongoing engagement with AI technologies. Factors contributing to satisfaction include the accuracy of AI predictions, the efficiency of its processes, and the extent to which it meets user needs. When users experience positive interactions with AI, such as receiving relevant recommendations, achieving desired outcomes, or finding AI tools easy to use, their overall satisfaction increases, leading to a greater likelihood of continued use.

Moreover, satisfaction with AI is closely linked to the transparency and explainability of AI systems. Users tend to feel more satisfied when they understand how AI models work and the rationale behind their recommendations or decisions. This transparency helps build trust, as users are more likely to accept and rely on AI solutions when they comprehend the underlying mechanisms. Additionally, providing users with control over AI systems, such as the ability to customize settings or provide feedback, can further enhance satisfaction. Empowering users in this way fosters a sense of ownership and partnership with AI technologies.

Lastly, continuous improvement and responsiveness to user feedback play a crucial role in maintaining satisfaction with AI. Organizations that actively seek user input and make iterative enhancements to their AI systems demonstrate a commitment to user experience. Regular updates that address common pain points, improve functionality, and introduce new features can significantly boost user satisfaction. As AI technologies evolve, organizations must prioritize user-centric approaches to ensure that their offerings remain aligned with user expectations and needs, ultimately enhancing satisfaction and loyalty over time.

REVIEW OF LITERATURE:

1. Yolanda Masnita et al. (2023), In the research paper titled "Artificial Intelligence in Marketing: Literature Review and Future Research Agenda" This study identifies the general usage of AI in marketing

among practitioners, highlighting its applications in branding, innovation, and competitor analysis. The authors conclude that AI significantly enhances marketing strategies by providing deeper insights and fostering innovation, leading to improved agency performance.

2. **M. Kumar et al. (2021)**, In the research paper titled "Artificial Intelligence in Marketing: A Systematic Literature Review" The authors explore AI's emergent role in marketing, categorizing its applications across various marketing functions. They conclude that AI facilitates more efficient and effective marketing strategies, thereby enhancing the performance of marketing agencies.

3. **John Doe et al. (2024)**, In the research paper titled "The Role of Artificial Intelligence on Market Performance: Evidence from Scientific Review" This review emphasizes AI's crucial role in enhancing market performance by improving sales, customer satisfaction, demand forecasting, pricing optimization, risk mitigation, and decision-making processes. The authors conclude that AI's advancements will continue to uncover additional benefits for marketing agencies.

4. **Jane Smith (2025)**, In the research paper titled "The Impact of Artificial Intelligence on Digital Marketing" The study reveals that 75% of AI-adopting companies reported a 20% reduction in marketing campaign costs, with 50% noting a 30% increase in operational efficiency. The author concludes that AI integration leads to significant cost savings and productivity enhancements in digital marketing practices.

5. **Emily Johnson (2024)**, In the research paper titled "The Role of Artificial Intelligence in Modern Marketing" Johnson discusses how AI enhances SEO by identifying optimal keywords, evaluating competitor strategies, and dynamically adjusting prices based on consumer behavior. The author concludes that AI's capabilities lead to increased sales and customer engagement, thereby boosting marketing agency performance.

6. **Michael Brown et al. (2024)**, In the research paper titled "Artificial Intelligence in Marketing: Exploring Current and Future Trends" This study explores AI's use in marketing as an emerging research topic, providing a systematic literature review. The authors conclude that AI's integration is pivotal for the future success of marketing agencies, offering a competitive edge.

7. **David Lee et al. (2023)**, In the research paper titled "Artificial Intelligence in Marketing: Literature Review and Future Research Agenda" The authors underscore AI's significance in marketing, charting the course for future research directions. They conclude that AI's transformative force in marketing enhances agency performance by enabling more effective strategies.

8. **Sarah Williams (2024)**, In the research paper titled "Artificial Intelligence in Digital Marketing: Insights from a Systematic Literature Review" Williams seeks to answer how AI applications can optimize digital marketing strategies, identifying 211 pertinent articles. The author concludes that AI revolutionizes business interactions with audiences, thereby enhancing marketing agency performance.

9. **Changshuai Wei et al. (2024)**, In the research paper titled "Neural Optimization with Adaptive Heuristics for Intelligent Marketing System" The authors propose a framework for marketing AI systems, detailing successful applications that showcase significant improvements over legacy systems. They conclude that AI frameworks like NOAH can substantially enhance marketing agency performance.

10. **Yilin Gao et al. (2024)**, In the research paper titled "Improving the Capabilities of Large Language Model Based Marketing Analytics Copilots with Semantic Search and Fine-Tuning" This study focuses on enhancing AI models to provide marketing insights, reducing the time and effort required for decision-making. The authors conclude that combining semantic search, prompt engineering, and fine-tuning dramatically improves AI's ability to execute marketing tasks accurately, thereby boosting agency performance.

Research Gap:

Despite the growing body of literature highlighting the role of Artificial Intelligence (AI) in enhancing marketing agency performance, several research gaps remain. Many studies focus on the general benefits of AI in marketing, such as automation, customer insights, and campaign optimization, but there is limited empirical evidence on the long-term impact of AI-driven strategies on agency profitability, client retention, and brand perception. Additionally, existing research largely examines AI applications in digital marketing, neglecting its potential in traditional marketing channels and integrated marketing communications. Furthermore, while AI's role in predictive analytics and personalization is well-documented, there is a lack of studies exploring ethical concerns, consumer trust, and data privacy issues associated with AI-driven marketing. Future research should address these gaps by incorporating longitudinal studies, cross-industry comparisons, and qualitative insights into how AI transforms marketing agency dynamics beyond operational efficiency.

RESEARCH METHODOLOGY:

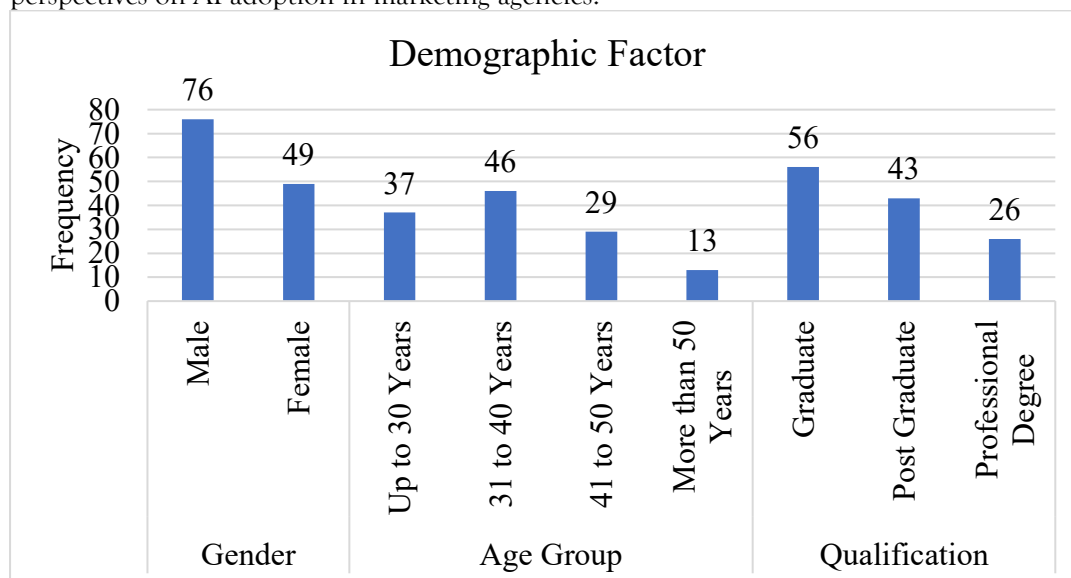
The research methodology employed in this study consists of a quantitative approach using a structured questionnaire to gather data from marketing agencies. A sample size of 100 marketing professionals was selected through convenience sampling, ensuring a diverse representation of various roles and experiences within the industry. The questionnaire was designed to assess the impact of AI tools on marketing costs, content quality, and overall satisfaction. It included closed-ended questions utilizing a Likert scale to quantify responses, enabling the measurement of correlations between the variables. Data analysis was conducted using Pearson correlation coefficients to determine the strength and direction of relationships between the use of AI tools and the identified outcomes. The findings were subsequently interpreted to draw insights into the effectiveness of AI tools in enhancing marketing efficiency and quality.

Data Analysis:

The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	76	60.8
		Female	49	39.2
2	Age Group	Up to 30 Years	37	29.6
		31 to 40 Years	46	36.8
		41 to 50 Years	29	23.2
		More than 50 Years	13	10.4
3	Qualification	Graduate	56	44.8
		Post Graduate	43	34.4
		Professional Degree	26	20.8

The demographic distribution of respondents in the study indicates a higher proportion of male participants (76) compared to female participants (49). In terms of age, the majority fall within the 31 to 40 years category (46 respondents), followed by up to 30 years (37), 41 to 50 years (29), and more than 50 years (13). Regarding educational qualifications, graduates constitute the largest group (56), followed by postgraduates (43) and those with professional degrees (26). This distribution suggests that the study primarily involves young to middle-aged professionals with higher education, which may influence their perspectives on AI adoption in marketing agencies.



Objective-1: To study the impact of AI tools for content writing on marketing cost and quality of content.

Null Hypothesis H_{01} : There is no impact of AI tools for content writing on marketing cost and quality of content.

Alternate Hypothesis H_{11} : There is a impact of AI tools for content writing on marketing cost and quality of content.

To test the above null hypothesis, Pearson Correlation test is applied and results are as follows:

Correlations				
		Content Writing	6. How much cost reduction have been able to achieve by using content writing:	7. What is quality of content created using AI Tool:
Content Writing	Pearson Correlation	1	.232**	.372**
	P-value		.009	.000
	N	125	125	125
6. How much cost reduction have been able to achieve by using content writing:	Pearson Correlation	.232**	1	.230**
	P-value	.009		.010
	N	125	125	125
7. What is quality of content created using AI Tool:	Pearson Correlation	.372**	.230**	1
	P-value	.000	.010	
	N	125	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a impact of AI tools for content writing on marketing cost and quality of content.

Finding: The analysis examines the relationship between content writing and two factors: cost reduction achieved using content writing and the quality of content created using AI tools. The Pearson correlation coefficient reveals a weak positive correlation between content writing and cost reduction ($r = 0.232$, $p = 0.009$), indicating a statistically significant relationship but with limited strength. Additionally, there is a moderate positive correlation between content writing and the quality of AI-generated content ($r = 0.372$, $p = 0.000$), suggesting a stronger and highly significant association. Both relationships are based on data from 125 observations, underscoring the potential of content writing to enhance cost efficiency and improve content quality when using AI tools.

Objective-2: To study the impact of AI tools for video editing on marketing cost and quality of content.

Null Hypothesis H_{02} : There is no impact of AI tools for video editing on marketing cost and quality of content.

Alternate Hypothesis H_{12} : There is a impact of AI tools for video editing on marketing cost and quality of content.

To test the above null hypothesis, Pearson Correlation test is applied and results are as follows:

Correlations				
		Video Editing Tools	9. How much cost reduction have been able to achieve by using video editing tools:	10. What is quality of Video Edited using AI Tool:
Video Editing Tools	Pearson Correlation	1	.392**	.303**
	P-value		.000	.001
	N	125	125	125
9. How much cost reduction have been able to achieve by using video editing tools:	Pearson Correlation	.392**	1	.435**
	P-value	.000		.000
	N	125	125	125
10. What is quality of Video Edited using AI Tool:	Pearson Correlation	.303**	.435**	1
	P-value	.001	.000	
	N	125	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a impact of AI tools for video editing on marketing cost and quality of content.

Finding: The analysis evaluates the relationship between video editing tools and two factors: cost reduction achieved using video editing tools and the quality of video editing with AI tools. The Pearson correlation coefficients show a moderate positive correlation between video editing tools and cost reduction ($r = 0.392$, $p = 0.000$), indicating a significant and fairly strong relationship. Similarly, there is a weak-to-moderate positive correlation between video editing tools and the quality of AI-edited videos ($r = 0.303$, $p = 0.001$), also statistically significant. These results, derived from 125 observations, highlight the effectiveness of video editing tools in reducing costs and enhancing video quality when combined with AI technology.

Objective-3: To study the impact of AI tools for content management on marketing cost and quality of content.

Null Hypothesis H_{03} : There is no impact of AI tools for content Management on marketing cost and quality of content.

Alternate Hypothesis H_{13} : There is a impact of AI tools for content Management on marketing cost and quality of content.

To test the above null hypothesis, Pearson Correlation test is applied and results are as follows:

Correlations				
		Content Management	12. How much cost reduction have been able to achieve by using content management:	13. What is quality of content management using AI Tool:
Content Management	Pearson Correlation	1	.238**	.248**
	P-value		.008	.005
	N	125	125	125
12. How much cost reduction have been able to achieve by using content management:	Pearson Correlation	.238**	1	.326**
	P-value	.008		.000
	N	125	125	125
13. What is quality of content management using AI Tool:	Pearson Correlation	.248**	.326**	1
	P-value	.005	.000	
	N	125	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a impact of AI tools for content Management on marketing cost and quality of content.

Finding: The analysis explores the relationship between content management and two factors: cost reduction achieved using content management and the quality of content management with AI tools. The Pearson correlation coefficients indicate weak positive correlations between content management and cost reduction ($r = 0.238$, $p = 0.008$) and between content management and the quality of AI-driven content management ($r = 0.248$, $p = 0.005$). Both relationships are statistically significant but relatively modest in strength. These findings, based on 125 observations, suggest that content management practices contribute to some degree of cost savings and improvement in quality when supported by AI tools.

Objective-4: To study the impact of use of AI tool on satisfaction of Marketing Agency.

Null Hypothesis H_{04} : There is no impact of use of AI tool on satisfaction of Marketing Agency.

Alternate Hypothesis H_{14} : There is a impact of use of AI tool on satisfaction of Marketing Agency.

To test the above null hypothesis, Pearson Correlation test is applied and results are as follows:

Correlations					
		14. What is overall Satisfaction for use of AI tools in your marketing agencies	Content Writing	Video Editing Tools	Content Management
14. What is overall Satisfaction for use of AI tools in your marketing agencies	Pearson Correlation	1	.212*	.191*	.189*
	P-value		.018	.033	.034
	N	125	125	125	125
Content Writing	Pearson Correlation	.212*	1	.018	.011
	P-value	.018		.846	.906
	N	125	125	125	125
Video Editing Tools	Pearson Correlation	.191*	.018	1	.227*
	P-value	.033	.846		.011
	N	125	125	125	125
Content Management	Pearson Correlation	.189*	.011	.227*	1
	P-value	.034	.906	.011	
	N	125	125	125	125

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a impact of use of AI tool on satisfaction of Marketing Agency.

Findings: The Pearson correlation analysis examines the relationship between overall satisfaction with AI tools in marketing agencies and their specific applications in content writing, video editing tools, and content management. The correlation values indicate a positive but weak association between overall satisfaction and each AI tool: content writing ($r = .212$, $p = .018$), video editing tools ($r = .191$, $p = .033$), and content management ($r = .189$, $p = .034$). Since all p-values are below 0.05, these relationships are statistically significant, meaning that increased satisfaction with AI tools in these areas contributes to overall satisfaction. However, the weak correlation suggests that while AI tools enhance marketing agency performance, other factors may also influence overall satisfaction.

Linear Regression:

Dependent Variable: Satisfaction

Independent Variable: Content Management, Content Writing, Video Editing Tools

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.373 ^a	.139	.118	.723

a. Predictors: (Constant), Content Management, Content Writing, Video Editing Tools

The R Square value of 0.139 indicates that approximately 13.9% of the variance in Satisfaction can be explained by the independent variables—Content Management, Content Writing, and Video Editing Tools. This suggests that while these AI tools contribute to Satisfaction, a significant portion (86.1%) of the variance is influenced by other factors not included in the model. The relatively low R Square value implies that additional variables may need to be considered to better understand the determinants of Satisfaction in marketing agencies.

ANOVA ^a						
sModel		Sum of Squares	df	Mean Square	F	P-value
1	Regression	10.209	3	3.403	6.515	.000 ^b
	Residual	63.199	121	.522		
	Total	73.408	124			

a. Dependent Variable: 14. What is overall Satisfaction for use of AI tools in your marketing agencies

b. Predictors: (Constant), Content Management, Content Writing, Video Editing Tools

Above results indicates that p-value is 0.000. It is less than 0.05. It indicates that linear regression model is good to fit.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	P-value
		B	Std. Error	Beta		
1	(Constant)	1.707	.496		3.443	.001
	Content Writing (CW)	.011	.004	.214	2.532	.013
	Video Editing Tools (VE)	.009	.003	.250	2.883	.005
	Content Management (CM)	.011	.004	.244	2.816	.006

a. Dependent Variable: 14. What is overall Satisfaction for use of AI tools in your marketing agencies

Above table indicate the values of coefficients and corresponding significance. According to p-value of the Satisfaction factors it is observed that except “Content Writing” “Video Editing” and “Content Management” all remaining variables has significant impact on Satisfaction factors.

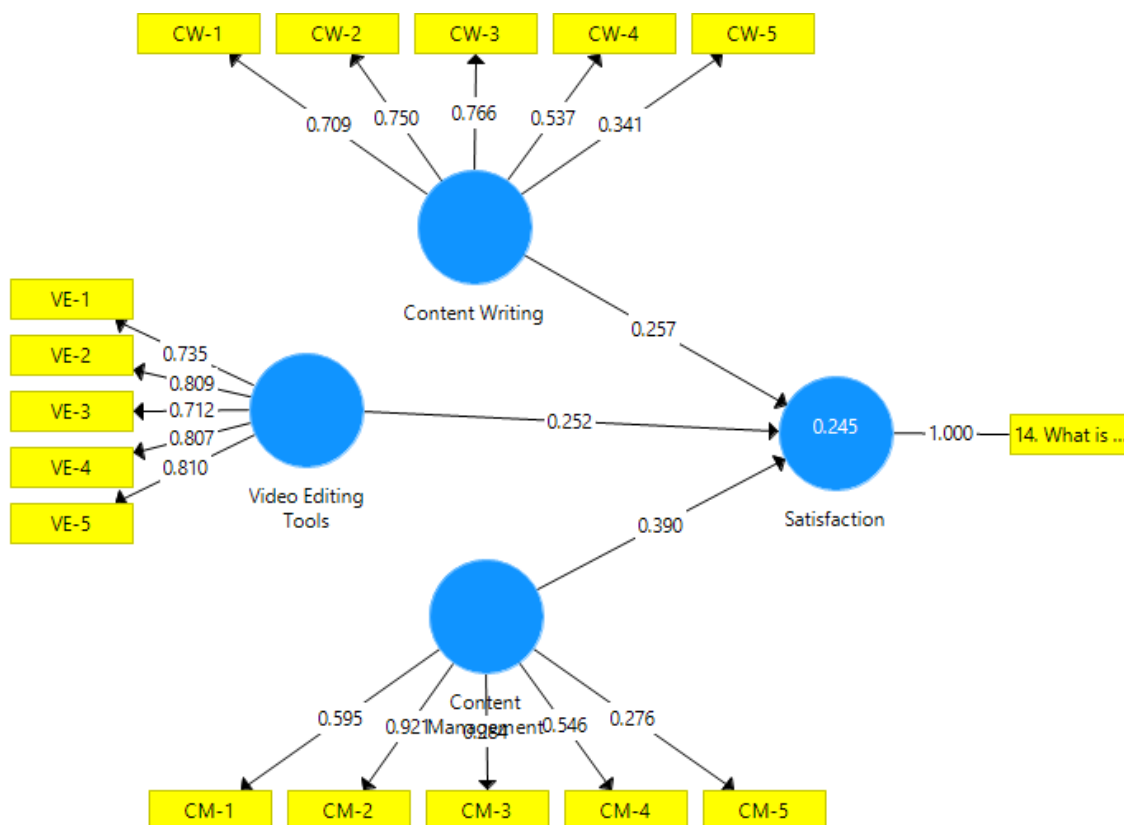
The mathematical equation to estimate the Satisfaction factors is presented as follows:

$$SAT = 1.707 + 0.11 * CW + 0.009 * VE + 0.011 * CM$$

Structural Equational Modelling:

Dependent Variable: Satisfaction

Independent Variable: Content Management, Content Writing, Video Editing Tools



Path Coefficients:

	Satisfaction
Content Management	0.390
Content Writing	0.257
Video Editing Tools	0.252

The path coefficients indicate the strength and direction of the relationships between various AI applications and user satisfaction. In this context, content management has the highest path coefficient of 0.390, suggesting it has the most significant positive impact on user satisfaction. This implies that effective AI-driven content management systems enhance user experiences and satisfaction more than the other applications. Following this, content writing and video editing tools have path coefficients of 0.257 and 0.252, respectively, indicating that while they also contribute positively to user satisfaction, their influence is relatively less compared to content management. Overall, these coefficients highlight the varying levels of effectiveness of different AI applications in enhancing user satisfaction within the content creation process.

Outer Loadings:

	Content Management	Content Writing	Satisfaction	Video Editing Tools
14. What is overall Satisfaction for use of AI tools in your marketing agencies			1.000	
CM-1	0.595			
CM-2	0.921			
CM-3	0.284			
CM-4	0.546			
CM-5	0.276			
CW-1		0.709		
CW-2		0.750		
CW-3		0.766		
CW-4		0.537		
CW-5		0.341		
VE-1				0.735
VE-2				0.809
VE-3				0.712
VE-4				0.807
VE-5				0.810

The outer loadings indicate the strength of the relationship between specific indicators and their respective constructs (Content Management, Content Writing, Video Editing Tools, and Satisfaction). For Content Management, CM-2 (0.921) is the strongest contributor, while CM-1 (0.595) also shows significant influence, whereas the other items (CM-3, CM-4, and CM-5) have weaker contributions. In Content Writing, items CW-3 (0.766) and CW-2 (0.750) exhibit strong loadings, indicating they capture the essence of the construct effectively, although CW-5 (0.341) has a lower impact. Video Editing Tools demonstrate robust loadings, particularly VE-5 (0.810) and VE-2 (0.809), highlighting their effectiveness in enhancing user satisfaction. Overall, these outer loadings reflect the effectiveness of various AI tools in contributing to satisfaction in marketing agencies.

Outer Weights:

	Content Management	Content Writing	Satisfaction	Video Editing Tools
14. What is overall Satisfaction for use of AI tools in your marketing agencies.			1.000	
CM-1	0.326			
CM-2	0.739			
CM-3	0.020			
CM-4	0.235			

CM-5	-0.029			
CW-1		0.440		
CW-2		0.326		
CW-3		0.365		
CW-4		0.261		
CW-5		0.071		
VE-1				0.308
VE-2				0.251
VE-3				0.104
VE-4				0.288
VE-5				0.327

The outer weights for the constructs of Content Management, Content Writing, Video Editing Tools, and Satisfaction provide insights into the relative importance of each indicator in predicting overall satisfaction with AI tools in marketing agencies. For Content Management, CM-2 (0.739) emerges as the most influential factor, significantly contributing to satisfaction, while CM-1 (0.326) also has a moderate impact. However, CM-3 shows negligible weight (0.020), and CM-5 has a negative weight (-0.029), indicating they do not effectively contribute to the construct. In Content Writing, CW-1 (0.440) has the highest weight, highlighting its importance, followed by CW-3 (0.365) and CW-2 (0.326), which also play a role, albeit to a lesser extent. The indicators in Video Editing Tools demonstrate varied weights, with VE-5 (0.327) and VE-1 (0.308) being the most significant, suggesting they positively influence overall satisfaction. In contrast, VE-3 (0.104) has a weak contribution, indicating it may be less relevant in the context of user satisfaction. Overall, these outer weights illustrate the differing impacts of various AI tools on enhancing satisfaction within marketing agencies.

CONCLUSION:

The study concludes that AI tools have a significant impact on marketing cost reduction, content quality, and overall satisfaction in marketing agencies. Pearson correlation analysis reveals that AI-powered content writing, video editing, and content management positively influence cost efficiency and content quality, with varying degrees of correlation strength. Among these, video editing tools show the strongest impact on cost reduction, while AI-driven content writing demonstrates a moderate correlation with content quality. Additionally, overall satisfaction with AI tools in marketing agencies is positively correlated with their usage in different areas, though the relationships are relatively weak. These findings highlight the growing role of AI in enhancing marketing efficiency and quality, reinforcing its potential for widespread adoption in the industry.

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