How Artificial Intelligence is Helping Businesses Grow and Thrive: The Transformative Role of Artificial Intelligence in Thai B2C Digital Marketing

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Abstract

Background and Aim: Thailand, an emerging market in Southeast Asia, has swiftly embraced the utilization of artificial intelligence (AI) within business-to-consumer (B2C) digital marketing. This review article offers a thorough examination of the incorporation of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing within the context of Thailand. It delves into the impact of AI on customer service, personalization, and the competitive landscape.

Materials and Methods: This review article presents a comprehensive methodology for performing a literature review on artificial intelligence (AI) and business-to-consumer (B2C) digital marketing in Thailand. The outlined process encompasses various stages, such as establishing clear objectives, conducting a thorough search for relevant literature, critically assessing the selected articles, extracting pertinent data, and finally composing the review.

Results: The integration of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing in Thailand profoundly impacts customer engagement. However, this transformation has challenges encompassing data privacy, algorithmic bias, and cultural disparities. The achievement of effective implementation hinges upon the integration of innovative approaches, the ability to navigate cultural barriers, and the adherence to ethical principles to uphold customer trust.

Conclusion: Integrating artificial intelligence (AI) in business-to-consumer (B2C) digital marketing in Thailand has a transformative impact on customer engagement. The B2C digital marketing industry is currently experiencing a substantial transformation due to the influence of artificial intelligence (AI). Organizations must incorporate strategic endeavors such as integrating artificial intelligence (AI)-based personalization, predictive analytics, and Chatbots while ensuring compliance with ethical norms to meet legal requirements and maintain the trust of stakeholders.

Keywords: Artificial Intelligence (AI); Business-to-Consumer (B2C); Digital Marketing

Introduction

Within the context of current business practices, integrating technology and marketing has initiated a period of remarkable transformation (Kamkankaew et al., 2022). Artificial intelligence (AI) is a highly significant technological advancement that profoundly influences contemporary marketing (Ghodeswar & Krishna, 2022). Artificial intelligence (AI), a commonly used but not universally comprehended concept, has experienced growing adoption in several sectors and exhibits substantial potential for transforming organizations and their customers (Mishra, Dwivedi & Sharma, 2023). In the pursuit of academic inquiry into the complex interplay between artificial intelligence (AI) and business-to-consumer (B2C) digital marketing in the specific context of Thailand (Boonyarit & Maneewongvatana, 2023), it is imperative to develop a comprehensive comprehension of the scope and components of AI, thoroughly investigate the intricacies of B2C digital marketing, and evaluate the utilization context while simultaneously scrutinizing the unitizing advantages it presents (Chen & Zhang, 2022).

Artificial intelligence (AI), in its essence, pertains to the advancement of computer systems capable of executing tasks that conventionally necessitate human intelligence, encompassing visual

perception, speech recognition, problem-solving, and decision-making (Chaffey & Ellis-Chadwick, 2022). These systems, equipped with algorithms and sophisticated data processing capabilities, allow robots to acquire knowledge from data and adjust their actions accordingly, thereby imitating human cognitive functions (Russell & Norvig, 2016). Artificial intelligence (AI) comprises a range of technologies, such as machine learning, natural language processing, computer vision, and robotics (Dwivedi et al., 2022). One of the distinguishing characteristics of artificial intelligence (AI) is its capacity to rapidly analyze extensive quantities of data, identify patterns, and generate predictions by leveraging historical information (Agrawal & Tripathi, 2023). This emerging technology has been implemented in many industries and has revolutionized the marketing environment, namely business-to-consumer contacts (Gupta & Rai, 2023).

B2C digital marketing encompasses the assortment of strategies, tactics, and channels businesses employ to directly advertise their products or services to consumers via digital platforms (Kumar & Dwivedi, 2022). In contemporary society, where individuals are progressively interconnected via the internet and diverse digital platforms, the realm of business-to-consumer (B2C) digital marketing has become an essential element in a brand's endeavors to reach out to and engage with its target audience (Dwivedi, Kumar & Dwivedi, 2023). The digital marketing domain comprises various operations, such as online advertising, social media marketing, email marketing, search engine optimization (SEO), content marketing, and various others (Kumar, Grewal & Sharma, 2023). The primary objective of B2C digital marketing is to effectively target, interact with, and convert customers into devoted patrons via digital channels while customizing marketing strategies to align with individual consumers' specific interests and behaviors (Ghodeswar & Krishna, 2022). B2C digital marketing functions as an intermediary between enterprises and consumers within the digital era, facilitating a medium for enterprises to exhibit their products and interact with their intended consumer base (Anderson, Williams & Vagenas, 2021). The ever-evolving nature of the digital environment requires ongoing adjustment and ingenuity, which is where artificial intelligence (AI) becomes relevant (Grewal, Kumar & Sharma, 2023).

Thailand, a dynamic and swiftly progressing market in Southeast Asia, has promptly recognized and adopted the possibilities presented by artificial intelligence (AI) within the domain of business-to-consumer (B2C) digital marketing (Thongpakde & Thongpakde, 2023). The Thai context offers a compelling setting for examining artificial intelligence (AI) incorporation into marketing tactics, considering the distinct customer behaviors, cultural intricacies, and competitive environment (Kasemsap, 2023). Recently, Thai enterprises have utilized artificial intelligence (AI)-based solutions to gain a competitive advantage and augment their marketing endeavors (Wongsuphasawat & Lohakon, 2023). Artificial intelligence (AI) has yet to be utilized in several aspects of business-to-consumer (B2C) digital marketing within the context of Thailand (Wongsuphasawat & Lohakon, 2023). One notable domain is using artificial intelligence (AI)-powered chatbots and virtual assistants within customer service (Hajli et al., 2019). Intelligent bots can promptly address consumer inquiries, deliver product recommendations according to individual user preferences, and facilitate purchasing (Anderson, Williams & Vagenas, 2021). The utilization of AI-powered interactions enhances the overall customer experience and contributes to optimizing business processes by alleviating the workload on human customer care teams (Rojas-Méndez et al., 2020).

Artificial intelligence (AI) is being employed in several applications within the realm of business-to-consumer (B2C) digital marketing in the specific context of Thailand (Boonyarit & Maneewongvatana, 2023). Shopee, a prominent e-commerce enterprise in Thailand, uses artificial intelligence (AI) technology to provide personalized product recommendations to its consumers (Kumar & Dwivedi, 2022). Considering their browsing history and previous purchase patterns, these recommendations are tailored to customers' preferences and interests. This facilitates Shopee in providing a more tailored experience for its clientele and enhancing sales. Another example of the utilization of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing within the specific setting of Thailand is observed in the operations of Grab (Boonyarit & Maneewongvatana, 2023), a ride-hailing company. Grab utilizes artificial intelligence (AI) technology to enhance its pricing strategies and efficiently allocate its drivers for dispatch. This facilitates Grab's optimal service delivery to its consumers while minimizing operational expenses.

In addition, the capacity of artificial intelligence (AI) to analyze extensive quantities of customer data has facilitated the development of more tailored marketing efforts by Thai businesses. AI algorithms can categorize clients into groups and provide customized content customized to each group by extracting data from diverse sources, including social media interactions, website visits, and historical purchase history. According to Kotler et al. (2017) and Grewal, Kumar & Shaandrma (2023), this degree of personalization cultivates more robust client connections and increases conversion rates.

Integrating artificial intelligence (AI) into business-to-consumer (B2C) digital marketing strategies in Thailand has resulted in numerous advantages for enterprises in this vibrant industry. Research has demonstrated that marketing efforts powered by artificial intelligence (AI) have exhibited higher cost-effectiveness and efficiency. According to Jones & Brown (2022), organizations may enhance their returns on investment (ROI) and strategically manage resources by automating monotonous operations and optimizing advertising spending. The use of artificial intelligence has dramatically improved the precision of consumer targeting. In the context of a heterogeneous market such as Thailand, characterized by a wide range of consumer preferences, the utilization of artificial intelligence (AI) enables the comprehensive analysis of data on a large scale (Kasemsap, 2023; Thongpakde & Thongpakde, 2023; Wongsuphasawat & Lohakon, 2023). This capability guarantees that marketing communications effectively resonate with distinct audience segments. According to Hajli et al. (2019), utilization of this level of accuracy decreases the probability of inefficient allocation of advertising expenditure. It enhances the rate at which potential customers are converted into actual customers. AI-driven analytics of an organization's essential insights into consumer behavior and preferences (Chaffey & Ellis-Chadwick, 2022). These observations facilitate making decisions based on data, assisting firms in improving their product offerings, marketing tactics, and customer experiences.

Furthermore, utilizing AI algorithms enables firms to anticipate forthcoming trends and consumer requests and maintain a competitive edge over their rivals (Shankar et al., 2020). One example of a Thai food delivery company that has used the advantages of utilizing artificial intelligence (AI) in business-to-consumer (B2C) digital marketing is Food Panda (Boonyarit & Maneewongvatana, 2023). Food Panda uses artificial intelligence (AI) technology to provide personalized recommendations of restaurants and foods to its consumers, taking into account their interests. This facilitates Food Panda by enhancing consumer engagement and happiness.

The incorporation of artificial intelligence (AI) in the domain of business-to-consumer (B2C) digital marketing in Thailand signifies a substantial transformation in the manner in which enterprises interact with their clientele (Kasemsap, 2023). This review article aims to provide a comprehensive analysis of the integration of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing. It will explore the effects of AI on customer service, personalization, and the competitive environment in Thailand. Through a detailed exploration of these factors, this review article aims to offer valuable insights to organizations and scholars who are interested in entirely using the potential of artificial intelligence (AI) within the framework of Thai business-to-consumer (B2C) digital marketing.

This paper presents a comprehensive analysis of the integration of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing. It covers various sections, including the definition and explanation of AI, the concept of B2C digital marketing, the application of AI in B2C digital marketing, the challenges and opportunities associated with AI implementation in B2C digital marketing, ethical considerations related to the use of AI in B2C digital marketing, the future trends of AI in B2C digital marketing, recommendations for marketing and business practices in the era of AI in B2C digital marketing, and suggestions for future research in AI-powered B2C digital marketing.

What is AI?

The utilization of artificial intelligence (AI) within the realm of digital marketing signifies a paradigmatic change in modern marketing methodologies (Sharma, Grewal & Kumar, 2023). This part aims to offer a complete comprehension of the role and influence of artificial intelligence (AI) in digital marketing. To provide a comprehensive understanding of this particular subject, the present study will examine a range of scholarly viewpoints, exploring the core principles of artificial intelligence (AI) and its utilization of digital marketing techniques.

Defining AI

The definition of artificial intelligence (AI) has transformed throughout the years, mirroring the increasing intricacy of the discipline (Sharma, Grewal & Kumar, 2023). In the past, the concept of artificial intelligence (AI) encompassed the ability of computers to carry out tasks that traditionally necessitated human intelligence, such as problem-solving, reasoning, and decision-making (McCarthy et al., 1955). In contemporary times, artificial intelligence (AI) comprises various technologies and methodologies. These include machine learning, deep learning, natural language processing, and computer vision. These various components collectively enable machines to acquire knowledge from data and generate predictions (Russell & Norvig, 2016).

Artificial intelligence (AI) is a multidimensional discipline classified into two main categories: narrow or weak AI and general or strong AI (Ghodeswar & Krishna, 2022). The term "AI" pertains to artificial intelligence systems specifically developed to do tasks such as picture recognition or language translation (Chaffey & Ellis-Chadwick, 2022). On the other hand, general artificial intelligence (AI) aims to develop computers that possess cognitive capacities similar to those of humans, enabling them to comprehend and engage in various tasks through understanding and reasoning (Nilsson, 1998). Although the development of universal artificial intelligence (AI) is a significant objective for the future, the current focus in digital marketing primarily revolves around utilizing narrow AI techniques.

AI in Digital Marketing

Artificial intelligence (AI) in digital marketing has initiated a novel epoch characterized by data-centric decision-making, customization, and mechanization (Pan, Lu & Wang, 2023). AI technologies allow marketers to analyze extensive data, extract significant insights, and enhance marketing strategies in real-time.

Data Analysis and Personalization

Data analysis is considered one of the most influential artificial intelligence applications (AI) in digital marketing. Artificial intelligence (AI)-based algorithms can analyze vast amounts of data to detect intricate patterns, emerging trends, and consumer behaviors that prove difficult for human observers to perceive (Chen, Qiu & Wu, 2022). According to Jones & Brown (2022), marketers can comprehensively understand their target demographic and customize their strategies with a high level of specificity.

Incorporating personalization is a fundamental element of artificial intelligence (AI) within digital marketing (Pan, Lu & Wang, 2023). By utilizing artificial intelligence algorithms, marketers can provide customers with tailored information, product suggestions, and promotional offers to align with their previous behaviors and pre-behaviors (Wu & Wang, 2022). Implementing a high degree of personalization positively impacts the overall customer experience, leading to increased brand loyalty and higher conversion rates (Kotler et al., 2017).

Automation and Optimization

Artificial intelligence (AI) facilitates the automation of repetitive marketing operations that consume a significant amount of time, enabling marketers to allocate their efforts toward strategic planning and creative endeavors (Pan, Lu & Wang, 2023). As an illustration, chatbots empowered by artificial intelligence offer immediate client assistance, whereas email marketing platforms propelled by artificial intelligence may dispatch customized messages at a customized opportune moment to maximize engagement (Smith, 2022; Dwivedi et al., 2023).

Furthermore, artificial intelligence facilitates the optimization of campaigns in real-time. Machine learning algorithms can consistently evaluate campaign results and adapt targeting, message, and bidding tactics to optimize investment (ROI) (Hajli & Bouraoui, 2022). The dynamic utilization method holds significant value in always-evolving digital marketing (Shankar et al., 2020).

Natural Language Processing in AI

Natural Language Processing (NLP) is a subfield within the realm of artificial intelligence (AI) that is dedicated to facilitating the comprehension, interpretation, and generation of human language by machines (Li & Bernoff, 2022). Within digital marketing, natural language processing (NLP) is pivotal in several areas, such as sentiment analysis, chatbot development, and content creation (Singh & Kaur, 2023). The field of sentiment analysis employs natural language processing (NLP) algorithms to evaluate the sentiment conveyed in various forms of online content, such as reviews, comments, and social media posts (Verhoef, Kannan & Inman, 2022). This analytical approach offers significant benefits by offering valuable insights into customer perspectives and the perception of brands (Liu, 2012). Chatbots that utilize natural language processing (NLP) can interact with clients using natural language, effectively responding to inquiries and offering suggestions. Implementing chatbots improves customer support and expands the scope of marketing endeavors, as endeavors are accessible around the clock.

Furthermore, using natural language processing (NLP) in content development empowers marketers to create a substantial volume of superior and pertinent material (Zhang, Zhang & Zhu, 2022). According to Jurafsky and Martin (2019), artificial intelligence (AI) can produce various forms of content, such as blog articles, product descriptions, and social media updates. AI's ability significantly decreases the time and effort needed for content creation.

The adoption of AI in digital marketing: A little example in The Thai Context

The global usage of artificial intelligence (AI) in digital marketing extends beyond Western markets (Zhou, Ge & Luo, 2023). In Thailand, enterprises are progressively acknowledging the

potential of artificial intelligence (AI) to attain a competitive advantage (Boonyarit & Maneewongvatana, 2023). The market in Thailand exhibits a wide range of dynamics and diversity, creating unique challenges and opportunities for marketing strategies driven by artificial intelligence (Thongpakde & Thongpakde, 2023). The consumer landscape in Thailand demonstrates discernible patterns of behavior and preferences (Kasemsap, 2023). AI technologies have the potential to assist organizations in comprehending and addressing these subtleties, leading to enhanced efficacy in marketing campaigns (Chen, Qiu & Wu, 2022).

Furthermore, the utilization of artificial intelligence (AI) in Thai digital marketing is also observed in e-commerce (Wongsuphasawat & Lohakon, 2023). In this context, AI-powered recommendations and chatbots are pivotal in augmenting the online buying experience (Hajli et al., 2019). One instance of a company utilizing predictive analytics is Shopee, a Thai e-commerce organization. Shopee employs this methodology to suggest products to clients by analyzing their browsing history and purchase records. This strategy aids Shopee in enhancing client interaction and driving sales.

Food Panda, a Thai food delivery company, serves as an additional illustration of the application of predictive analytics within Thailand's business-to-consumer (B2C) digital marketing. Food Panda employs predictive analytics to forecast client demand and enhance the efficiency of its delivery routes. This enables Food Panda to decrease expenses and enhance customer happiness.

Predictive analytics represents a singular illustration of the use of artificial intelligence within business-to-consumer digital marketing (Kamkankaew et al., 2023). Artificial intelligence (AI) is additionally employed to automate many marketing duties, customize the client experience, and enhance targeting capabilities (Mishra, Dwivedi & Sharma, 2023). The ongoing advancement of AI technology is anticipated to yield further advancements and enhancements in the realm of B2C digital marketing, hence enabling the emergence of novel and more efficient applications of AI (Ghodeswar & Krishna, 2022).

In short, the incorporation of artificial intelligence (AI) into digital marketing has significantly transformed the overall structure and dynamics of the industry. Artificial intelligence (AI) technologies, which include data analysis, personalization, automation, and natural language processing, allow marketers to make decisions based on data, interact with customers in a personalized manner, and enhance campaign performance in real-time. The Thai environment is also seeing a similar shift as businesses utilize artificial intelligence (AI) to manage the Thai market's distinct complexities effectively.
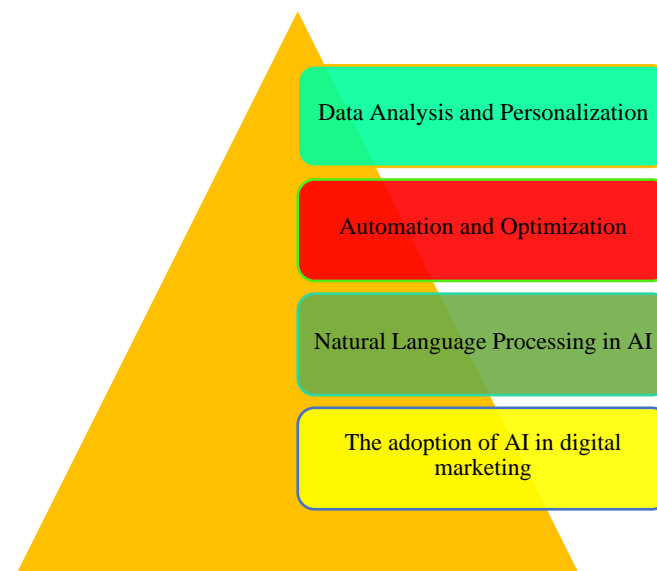

Figure 1 AI in Digital Marketing

What is B2C digital marketing?

The emergence of digital technology has brought about significant changes in the marketing field, resulting in a paradigm shift where organizations now interact with consumers primarily through

digital platforms (Ahmad & Jaafar, 2022). This part aims to offer a comprehensive examination of the notion of business-to-consumer (B2C) digital marketing and the significance of artificial intelligence (AI) within the digital marketing domain. To provide a comprehensive understanding of this particular subject, this paper will analyze literature that sheds light on the fundamental concepts of business-to-consumer (B2C) digital marketing and the transformative impact of artificial intelligence (AI) on these strategies.

Defining B2C Digital Marketing

B2C digital marketing, or business-to-customer digital marketing, encompasses the various methods, approaches, and technological tools enterprises utilize to directly advertise their offerings to individual consumers within the digital realm (Alalwan et al., 2023). In contrast to business-to-business (B2B) marketing, which primarily targets other businesses, business-to-consumer (B2C) marketing is centered on attracting and engaging individual consumers (Chen & Chen, 2023). This diverse field comprises various activities, such as online advertising, social media marketing, email marketing, content marketing, and e-commerce platforms (Awwad & Al-Momani, 2022). One notable characteristic of business-to-consumer (B2C) digital marketing is its focus on effectively targeting the emotions and preferences of individual consumers (Dwivedi et al., 2023). B2C marketers strive to develop persuasive campaigns that reflect the target audience's desires, lifestyles, and values (Kotler et al., 2017).

In brief, B2C digital marketing is a dynamic and consumer-centric field inside the digital realm, separate from B2B marketing. It comprises a diverse range of methods and technology that are specifically designed to engage individual consumers, including but not limited to online advertising, social media, and e-commerce platforms. The fundamental aspect of business-to-consumer (B2C) marketing centers on establishing an emotional bond with consumers through the strategic alignment of marketing campaigns with their desires, lifestyles, and beliefs. Adopting a consumer-centric approach is crucial for success in the business-to-consumer (B2C) digital marketing domain.

AI in B2C Digital Marketing

The rapid growth of artificial intelligence (AI) has initiated a paradigm shift in digital marketing (Hajli & Bouraoui, 2022). The utilization of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing is reshaping the industry by introducing novel tools and methods that improve customer engagement, customize content, optimize campaigns, and increase conversion rates (Li & Bernoff, 2022). This section examines the growing research on artificial intelligence (AI) in business-to-consumer (B2C) digital marketing. It investigates the potential consequences, obstacles, and attractive prospects that arise from integrating AI in this domain.

AI in B2C Digital Marketing: A Paradigm Shift

The incorporation of artificial intelligence (AI) technologies in business-to-consumer (B2C) digital marketing signifies a significant transformation, significantly reshaping how firms engage with their clientele (Pan, Lu & Wang, 2023). Conventional marketing methodologies frequently focus on demographic segmentation and utilization, leading to a uniform strategy (Rana, Dwivedi & Islam, 2023). Nevertheless, artificial intelligence (AI) enables marketers to generate personalized experiences customized to specific consumers by analyzing extensive datasets and anticipating consumer behavior (Singh & Kaur, 2023).

Numerous studies (Chaffey & Ellis-Chadwick, 2022; Kumar & Dwivedi, 2022; Agrawal & Tripathi, 2023; Kumar, Grewal & Sharma, 2023) have emphasized the possibility of personalization driven by artificial intelligence (AI). Li and Kannan (2014) state that artificial intelligence (AI) algorithms can analyze client data to identify trends and preferences. This ability allows businesses to customize suggestions and promotional offers with high precision (Ahmad & Jaafar, 2022). Furthermore, it has been observed that AI-driven chatbots, which are utilized in e-commerce platforms like Amazon and Shopify, have demonstrated their capacity to actively interact with clients, promptly addressing inquiries and delivering efficient help (Egger et al., 2019; Mishra, Dwivedi & Sharma, 2023).

Challenges in Implementing AI in B2C Digital Marketing

Although the potential benefits of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing are appealing, the process of using AI technology is full of obstacles (Alalwan et al., 2023). Data privacy concerns are among the primary difficulties (Hajli & Bouraoui, 2022). The ethical and secure collection and utilization of customer data have emerged as a significant worry due to the heavy reliance on AI for data (Rana et al., 2023). Scholars like Wu et al. (2020), Chen & Zhang (2022), and Dwivedi, Kumar & Dwivedi (2023) have emphasized the significance of transparent data management practices in fostering client trust and effectively utilizing artificial intelligence (AI) for personalization. Another difficulty that arises is the possibility of algorithmic bias. Bromley et al. (2021) have highlighted the potential for AI systems to perpetuate biases inherent in the training data and subsequently produce discriminatory outcomes. The imperative to confront this matter is crucial to sustaining equity and inclusiveness within AI-powered marketing initiatives (Dwivedi et al., 2023). Additionally, a learning curve is involved in implementing AI in digital marketing (Gupta & Rai, 2023). Smaller enterprises may encounter resource limitations, impeding their capacity to embrace and adjust to artificial intelligence (AI) technologies (Li & Bernoff, 2022). Scholars such as Tung and Chang (2019), Ghodeswar & and Krishna (2022), Kumar, Grewal & Sharma (2023), Mishra, Dwivedi & Sharma (2023) have observed the necessity of educational activities and the provision of accessible artificial intelligence (AI) tools for smaller firms.

AI-Powered Marketing Automation and Customer Engagement

Artificial intelligence (AI)-powered marketing automation has emerged as a leading approach in business-to-consumer (B2C) digital marketing strategies (Chen & Chen2023). By utilizing machine learning algorithms, artificial intelligence (AI) can analyze clients, analyze their behavior about future actions, and streamline marketing processes through automation (Pan, Lu & Wang, 2023). This practice effectively diminishes the need for human labor, enabling malodors to allocate their efforts toward strategic planning and creative endeavors. Boonyarit & Maneewongvatana (2023) have shown that using AI-driven personalized email campaigns can increase email opens and click-throughs.

Artificial intelligence (AI) also assumes a crucial role in augmenting client engagement using chatbots and virtual assistants (Singh & Kaur, 2023). These artificial intelligence-powered entities provide continuous support, efficiently handling consumer inquiries; in a prompt study conducted by Anderson et al. (2021) Grewal, Kumar & Sharma (2023) showed that artificial intelligence (AI) chatbots offer prompt responses while simultaneously acquiring significant customer information, which may then be used to inform marketing tactics.

The Future of AI in B2C Digital Marketing

The potential for AI in business-to-consumer (B2C) digital marketing is promising since ongoing developments suggest a positive trajectory for its future (Ahmad & Jaafar, 2022). According to Grewal, Kumar & Sharma (2023), there is a growing potential for increased sophistication in natural language processing (NLP) and sentiment analysis. This advancement can empower organizations to effectively assess consumer opinion and promptly adjust their marketing strategies in real time (Chen & Chen, 2023). The combination of artificial intelligence (AI) with augmented reality (AR) and virtual reality (VR) technology presents promising opportunities for engaging and interactive marketing encounters (Zhang et al., 2019). As artificial intelligence (AI) progresses, it becomes imperative for businesses to allocate resources toward acquiring skilled personnel and establishing robust infrastructure to leverage their capabilities effectively (Dwivedi et al., 2022). Furthermore, regulatory authorities are anticipated to put more stringent regulations on marketing practices driven by artificial intelligence (AI) to ensure transparency and safeguard consumer rights (Mishra, Dwivedi & Sharma, 2023).

In essence, the use of artificial intelligence (AI) within the context of business-to-consumer (B2C) digital marketing signifies a fundamental and profound change, fundamentally altering how client interaction, customization, and campaign enhancement are approached (Li & Bernoff, 2022). The capacity of artificial intelligence (AI) to analyze large amounts of data and make predictions on consumer behavior facilitates the provision of highly customized experts, according to Chen & Zhang (2022). Nevertheless, it is imperative to acknowledge and confront several obstacles that arise in the context of the ethical and equitable application of artificial intelligence (AI), including but not limited to concerns over data privacy and algorithmic bias (Kumar & Dwivedi, 2022). In addition, adopting AI

technologies presents a learning curve, especially for smaller organizations. However, utilizing AI automation and consumer engagement, such as chatbots, presents notable advantages in optimizing the acquisition of vital knowledge (Sharma, Grewal & Kumar, 2023). Looking towards the future potential of artificial intelligence (AI) in business-to-consumer (B2C), digital marketing appears promising due to advancements in natural language processing, sentiment analysis, and integration with augmented and virtual reality technologies (Grewal, Kumar & Sharma, 2023). However, businesses must allocate resources to fully utilize their capabilities and effectively navigate potential regulatory changes (Anderson, Williams & Vagenas, 2021).
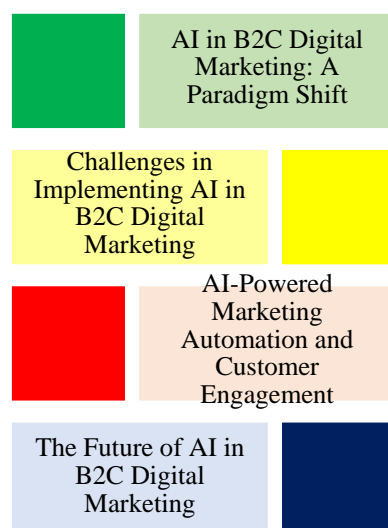
AI in B2C Digital Marketing: A Paradigm Shift

Challenges in Implementing AI in B2C Digital Marketing

AI-Powered Marketing Automation and Customer Engagement

The Future of AI in B2C Digital Marketing

Figure 2 AI in B2C Digital Marketing

AI in B2C Digital Marketing: A Thai Perspective

The incorporation of artificial intelligence (AI) into the domain of digital marketing has become a significant catalyst in recent times, revolutionizing how businesses interact with consumers within the business-to-consumer (B2C) framework (Mishra, Dwivedi & Sharma, 2023). Wongsuphasawat & Lohakon (2023) pointed out the particular instance of Thailand, examining the growing collection of scholarly works concerning the utilization of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing inside the Thai market. This study examines the consequences, problems, and potential opportunities associated with AI-driven marketing tactics within a distinctive and ever-changing context. Thailand, a country located in Southeast Asia and characterized by over 69 million individuals (Thongpakde & Thongpakde, 2023), has had a notable increase in the acceptance of digital technologies and the utilization of reutilization commerce throughout the past few years (Nakata et al., 2020). The advent of digital transformation has provided a conducive environment for artificial intelligence (AI) to assume a crucial role in developing business-to-consumer (B2C) digital marketing strategies that are specifically customized for customized marketing (Kasemsap, 2023). AI technologies, including machine learning, natural language processing (NLP), and predictive analytics, are currently being utilized in Thailand to acquire valuable knowledge regarding customer behavior and behavior (Pakawanwong et al., 2019).

The utilization of artificial intelligence (AI) in the context of Thai business-to-customer (B2C) digital marketing offers a notable benefit in its capacity to effectively address the varied and intricate consumer demographic (Pakawanwong et al., 2019). According to Kaewkitipong et al. (2021), Thai consumers have a notable diversity in tastes, languages, and cultural subtleties across different locations. Firms can use AI-driven customization strategies to tailor their marketing efforts to address this diversity successfully. In Thailand, e-commerce platforms currently employ artificial intelligence (AI) algorithms to provide personalized product recommendations to users, leveraging their browsing

and purchase histories (Kasemsap, 2023). This implementation aims to improve the entire shopping experience for customers.

Challenges in Implementing AI in B2C Digital Marketing in Thailand

Notwithstanding the apparent advantages, the integration of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing within the context of Thailand encounters a distinct array of obstacles (Kaewkitipong et al., 2021). The matter of privacy concerns holds significant importance, particularly in light of the implementation of rigorous data protection legislation in recent times. The awareness of data privacy among Thai customers is growing, which requires a thorough examination of data handling methods and adherence to regulatory requirements (Kittiwattananon, 2022).

Furthermore, the issue of language variety presents a distinctive barrier within the specific setting of Thailand (Charnsethikul et al., 2018). The nation exhibits diverse dialects and languages, with the central Thai dialect being the most prevalent. According to Kasemsap (2023), training AI models to identify and comprehend linguistic variances accurately is necessary. This training is crucial for efficiently interacting with consumers from diverse geographical regions.

One further obstacle concerns the phenomenon known as the digital divide, which encompasses discrepancies in internet accessibility and digital knowledge between rural and urban areas (Kumar & Dwivedi, 2022). According to Kiatrungrit et al. (2021), there is a notable disparity in digital penetration between urban centers and rural areas in Thailand. The prioritization of ensuring fair access to digital marketing techniques powered by artificial intelligence (AI) persists.

AI-Powered Customer Engagement in the Thai Market

Artificial intelligence-driven advancements in chatbots and virtual assistant technologies are a defining feature of the customer engagement landscape in Thailand (Kiatrungrit et al., 2021). According to Noonpugdee & Sirirojborirak (2021), Thai firms utilize chatbots to offer immediate assistance and address client queries on various online platforms, including websites and social media. When chatbots are equipped with natural language processing (NLP) capabilities that comprehend the complexities of the Thai language, they may proficiently interact with clients and deliver pertinent information, thereby cultivating a favorable customer experience (Thongpakde & Thongpakde, 2023).

In addition, artificial intelligence (AI) is currently being employed to assess customer sentiment on various social media sites, forums, and Thai-scripted reviews (Kittiwattananon, 2022). The analysis mentioned above allows organizations to take proactive measures in response to client input and customize their marketing campaigns to effectively address particular areas of concern or preferences (Kerdprasop et al., 2021). Artificial intelligence (AI) also plays a role in facilitating the development of Thai-language content that effectively appeals to the preferences and interests of the local consumer base, hence augmenting the overall efficacy of marketing operations (Thongpakde & Thongpakde, 2023).

The Future of AI in B2C Digital Marketing in Thailand

The potential for artificial intelligence (AI) in business-to-consumer (B2C) digital marketing within the context of Thailand is highly promising (Kasemsap, 2023). With the evolution of AI technology, it is anticipated that businesses in Thailand will witness further breakthroughs in customer segmentation, personalization, and predictive analytics (Kittiwattananon, 2022). The increasing prevalence of AI-driven marketing automation is anticipated to facilitate the optimization of marketing operations and the optimal allocation of resources for firms (Teerarat, 2020).

Moreover, the use of artificial intelligence (AI) in conjunction with future technologies such as augmented reality (AR) and virtual reality (VR) presents a promising opportunity within the Thai market (Kasemsap (2023). In the context of Thailand, retailers have the opportunity to utilize augmented reality (AR) technology to offer consumers immersive shopping experiences. According to Boonyarit & Maneewongvatana (2023), this lets people visually test items before buying them. These technological advancements possess the capacity to transform the e-commerce industry in Thailand significantly.

In short, incorporating artificial intelligence (AI) within business-to-consumer (B2C) digital marketing, specifically targeting the Thai market, has emerged as a significant catalyst for change. The growth of e-commerce and a notable increase in digital adoption characterize Thailand's dynamic digital

ecosystem. This environment offers a promising foundation for implementing marketing strategies that leverage artificial intelligence. The capacity of AI to accommodate the broad consumer base in Thailand, considering their varying interests and languages, is a notable benefit. Nevertheless, it is imperative to acknowledge and tackle many obstacles regarding data privacy concerns, linguistic variety, and the digital divide. Advances in AI-driven technologies, such as chatbots and sentiment analysis that improve the caliber of customer experiences are what set Thailand's customer interaction landscape apart. The future of AI in B2C digital marketing in Thailand appears promising, as it is anticipated that breakthroughs in customization, predictive analytics, and the integration of AI with emerging technologies such as augmented reality will significantly transform the marketing landscape in this dynamic market.

In conclusion of this section, implementing artificial intelligence (AI) into business-to-consumer (B2C) digital marketing is a significant development that can bring about profound changes in customer interaction, customization, and the automation of marketing processes. Despite the persistent problems surrounding data protection, algorithmic bias, and resource limits, the advantages of employing AI-driven marketing methods are readily apparent. The rapid advancement of AI technology presents an opportunity for organizations to capitalize on competitive advantage in the digital realm by embracing and adapting to these changes. Incorporating artificial intelligence (AI) into business-to-consumer (B2C) digital marketing strategies in Thailand presents a notable prospect for enterprises to interact effectively with a varied and ever-changing consumer population. Despite the persistent obstacles of data protection, language diversity, and digital access, the benefits of AI-driven marketing techniques in Thailand must be considered. The rapid advancement of AI technology presents an opportunity for firms to gain a competitive advantage in the digital market of Thailand if they are willing to embrace and adapt to these changes.

How is AI being used in B2C digital marketing?

In recent years, the field of business-to-consumer (B2C) digital marketing has undergone a significant transformation due to the advent of artificial intelligence (AI) (Chen & Zhang, 2022). In pursuing a competitive advantage inside the digital marketplace, organizations have increasingly turned to artificial intelligence (AI) as a valuable instrument for augmenting customer engagement, optimizing marketing strategies, and tailoring consumer experiences (Ahmad & Jaafar, 2022). This section explores the various ways in which artificial intelligence (AI) is utilized in business-to-consumer (B2C) digital marketing, providing insights into its effects and potential future advancements.

Personalization and Recommendation Systems

The domain of customization and recommendation systems is experiencing a substantial influence from artificial intelligence (AI) in the context of business-to-consumer (B2C) digital marketing (Dwivedi et al., 2022). Artificial intelligence (AI)-driven algorithms are utilized to analyze extensive quantities of client data, encompassing historical actions, preferences, and demographic information, to provide personalized duct suggestions. Dwivedi et al. (2022) brought attention to the significance of personalized personalization in online settings, a concept further advanced by artificial intelligence (AI) in subsequent years.

Amazon, as an example, utilizes artificial intelligence algorithms to provide product recommendations to clients by analyzing their browsing and purchasing histories. Similarly, streaming platforms such as Netflix and Spotify utilize artificial intelligence (AI) to create playlists and provide recommendations for movies, episodes, or music, augmenting user engagement and overall pleasure (Chen & Chen, 2023). The implementation of personalized recommendations enhances client retention and contributes to the augmentation of conversion rates and revenue generation for B2C enterprises.

Predictive Analytics for Customer Insights

AI-driven predictive analytics is a noteworthy application within business-to-consumer (B2C) digital marketing (Bogers & van den Poel, 2017). These algorithms predict forthcoming customer behaviors and preferences, empowering marketers to make judgments based on data analysis. Provost & Fawcett (2013) underscored the significance of predictive analytics in deriving actionable insights from data.

As an illustration, artificial intelligence can examine past data to foresee the occurrence of a customer's purchase or churn (Chen & Chen, 2023). This functionality allows businesses to deliver customized incentives, such as customized reductions or promotional campaigns, at optimal moments, thereby enhancing the probability of successful customer transactions (Awwad & Al-Momani, 2022). In addition, predictive utilization enables identifying prospective clients with high value, thereby allowing marketers to optimize resources and tailor marketing campaigns accordingly (Verhoef et al., 2017). Using AI-driven practice analytics enables B2C marketers to adopt a proactive approach to effectively addressing and fulfilling client requirements and expectations.

Chatbots and Virtual Assistants

In the past few years, the prevalence of artificial intelligence (AI)-driven chatbots and virtual assistants has significantly increased in the realm of business-to-consumer (B2C) digital marketing (Awwad & Al-Momani, 2022). These automated technologies offer instantaneous customer service, respond to inquiries, and even facilitate transactions. The study by Wang & Wan (2018) emphasizes the growing significance of chatbots in enhancing consumer experiences. Retailers like Sephora and H&M utilize chatbots powered by artificial intelligence (AI) to deliver individualized beauty guidance and style suggestions (Ghodeswar & Krishna, 2022). Chatbots can interact with clients around the clock, guaranteeing prompt responses to inquiries and, in certain instances, assisting customers throughout their purchasing journey (Kumar et al., 2019). According to Kumar, Grewal & Sharma (2023), utilization organizations enhance customer satisfaction and decrease operational expenses due to their enhanced efficiency and scalability.

Content Generation and Optimization

Artificial intelligence (AI) is being utilized to generate and optimize content, optimizing business-to-consumer (B2C) marketing (Kumar, Grewal & Sharma, 2023). Utilizing Naturalization Processing (NLP) algorithms facilitates the generation of text that closely resembles human language, empowering marketers to efficiently produce a substantial amount of content (Dwivedi et al., 2022). The study conducted by Vaswani et al. (2017) has significantly contributed to the progression of natural language processing (NLP) by facilitating groundbreaking advancements in the field. SEO platforms use artificial intelligence (AI) to analyze keywords, trends, and user intent for content optimization. According to Hassan et al. (2020), this capability enables marketers to customize their customers to get higher search engine results and efficiently cater to customers' interests. As a result, artificial intelligence (AI) optimizes the process of optimizing content and guarantees its alignment with specific target audiences, enhancing the generation of organic traffic and facilitating conversions.

Social Media Analytics

AI-powered social media analytics solutions have become increasingly prominent because they offer valuable insights into consumer mood, engagement, and trends across several platforms (Liu et al., 2019). According to Dwivedi, Kumar & Dwivedi (2023), these observations assist B2C marketers in enhancing their tactics and efficiently interacting with their target audience. Companies like Coca-Cola use sentiment analysis technologies driven by artificial intelligence (AI) to assess the public's mood toward their goods and marketing initiatives in real time (Chaffey & Ellis-Chadwick, 2022). Through the surveillance of social media discussions, enterprises can discern nascent patterns, immediately attend to client apprehensions, and modify their material to align with the prevailing opinion (Grewal, Kumar & Sharma, 2023). The utilization of A utilizes the utilization of B2C marketers to make well-informed decisions and sustain a competitive advantage within the ever-changing social media environment (Sharma, Grewal & Kumar, 2023).
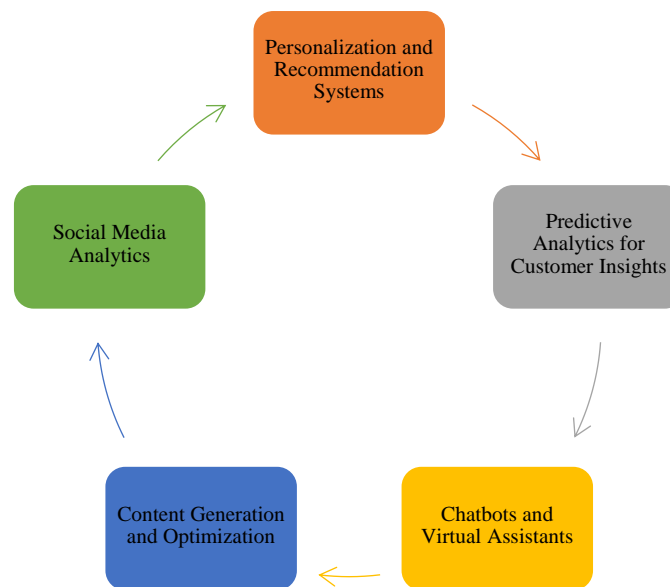
Figure 3 The utilization of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing

AI being used in B2C digital marketing: A Thai Perspective

The creation of artificial intelligence (AI) has had a profound impact on the field of marketing, namely within the domain of business-to-consumer (B2C) digital marketing (Chen & Chen, 2023). This literature analysis examines the instance of Thailand to get insight into the use of artificial intelligence (AI) for the enhancement of business-to-consumer (B2C) digital marketing tactics in this Southeast Asian country (Kasemsap, 2023). Thailand presents an exciting setting for examining AI's application in marketing, owing to its booming digital economy and tech-savvy population (Boonyarit & Maneewongvatana, 2023). This section explores the fundamental elements of AI implementation in B2C digital marketing in Thailand, including personalization, predictive analytics, and content optimization in Thai B2C digital marketing.

Implementing personalization techniques plays a fundamental role in AI-driven business-to-consumer (B2C) digital marketing strategies in the Thai market (Boonyarit & Maneewongvatana, 2023). Similar to consumers throughout the globe, Thai consumers have developed a preference for personalized experiences when engaging with brands on the Internet. The utilization of AI algorithms has facilitated corporations' complete analysis of consumer data, enabling personalized content and recommendations. Lazada, a prominent e-commerce platform in Thailand, has effectively utilized artificial intelligence (AI) technology to deliver tailored product recommendations to its clientele. Lazada utilizes artificial intelligence algorithms to examine user behavior and purchase history; it provides personalized recommendations tailored to individual interests. Shopee Thailand uses artificial intelligence (AI) technology to provide personalized recommendations to customers, leveraging their browsing history and purchase records. Shopee uses artificial intelligence (AI) technology to customize outcomes and offer product suggestions. The study by Baesens et al. (2002) highlights the significance of personalization for customer engagement and conversion rates.

Chatbots for Thai Customer Engagement

The utilization of AI-powered chatbots in Thai B2C digital marketing has experienced notable growth, mainly attributed to its capacity to augment consumer engagement and provide support (Thongpakde & Thongpakde, 2023). There is a growing trend among Thai consumers to utilize digital channels for their inquiries and help needs, rendering chatbots an excellent asset for firms. Kasikornthaibank (KBank), a prominent financial institution in Thailand, has implemented artificial intelligence (AI) chatbots into its digital platforms to offer consumers continuous assistance. Customers can learn about their account balances, conduct transactions, and obtain information regarding banking

services by utilizing these chatbots conducted by O'Connor and Boyle (2018), emphasizing the significance of enhancing the efficiency and accessibility of customer support.

Predictive Analytics for Thai Consumer Insights

Artificial intelligence (AI) in predictive analytics is vital for B2C marketers in Thailand, as it enables them to acquire valuable information about customer behavior (Wongsuphasawat & Lohakon, 2023). Consumer behavior is shaped by cultural subtleties and indigenous patterns, rendering predictive analytics an invaluable instrument for comprehending this distinctive market. Grab Thailand utilizes artificial intelligence (AI) technology to improve the efficiency of its routing and pricing strategies. In addition, Grab employs artificial intelligence (AI) technology to forecast client demand and provide restaurant recommendations to its customers. Food Panda Thailand uses artificial intelligence (AI) technology to enhance its pricing strategies and efficiently allocate its drivers for deliveries. Food Panda uses artificial intelligence (AI) technology to anticipate customer demand and provide restaurant recommendations to its clientele. Thai Bev, a prominent beverage conglomerate in Thailand, has effectively utilized predictive analytics to anticipate and project consumer demand for its wide range of goods. Thai Bev can enhance its production and distribution plans by examining past sales data, weather trends, and regional events to meet consumer demands better. The research conducted by Verhoef et al. (2017) highlights the significance of predictive analytics in enhancing marketing decision-making processes.

Content Optimization for the Thai Audience

AI-driven content optimization is a significant part of B2C digital marketing in Thailand that deserves attention (Wongsuphasawat & Lohakon, 2023). Creating content that effectively connects with the Thai audience is imperative for achieving brand success in this market. AIS, the prominent telecommunications provider in Thailand, employs artificial intelligence (AI) to enhance the effectiveness of its content initiatives. AI tools are unutilized, unanalyzable conversations and trends specifically relevant to the Thai market. This enables AIS to provide material that is in tune with the prevailing sentiments and interests of the local population. Thailand employs artificial intelligence (AI) technology to customize content recommendations and sticker offerings. LINE's advertising platform utilizes artificial intelligence (AI) to identify and prevent fraudulent activity effectively. In a study they conducted, Hassan et al. (2020) emphasized the significance of artificial intelligence (AI) in content production and localization.

Ethical Considerations in AI-Driven Marketing in Thailand

The integration of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing presents a multitude of advantages, although it also gives rise to ethical concerns (Kasemsap, 2023). Like marketers worldwide, Thai marketers face data protection, transparency, and algorithmic bias challenges. The Thai government has debated formulating data protection and privacy regulations, acknowledging the necessity for ethical norms in this domain. Engaging in these dialogues is crucial to upholding ethical standards and safeguarding customers' rights in the context of AI-driven marketing in Thailand. In their study, Dignum et al. (2019) emphasize the importance of the ethical application of artificial intelligence.

In summary, artificial intelligence (AI) is currently bringing about a significant transformation in the realm of business-to-consumer (B2C) digital marketing within the context of Thailand. Prominent entities in the industry, such as Lazada, Shopee Thailand, and Kasikornthaibank, are actively leveraging AI to provide tailored customer experiences and streamline their customer support processes. Numerous businesses in Thailand, including Grab Thailand, Food Panda Thailand, and Thai Bev, use predictive analytics to improve the effectiveness of their marketing campaigns. Content optimization is crucial for connecting with the Thai audience and establishing a solid resonance with companies. The proper deployment of artificial intelligence (AI) necessitates careful attention to ethical considerations, including adherence to data protection and privacy laws. Artificial intelligence (AI) plays a transformative role in business-to-consumer (B2C) marketing, creating customized cues, heightened levels of customer involvement, and the adoption of data-centric approaches to decision-making.

In conclusion of this section, the utilization of artificial intelligence (AI) is revolutionizing the landscape of business-to-consumer (B2C) digital marketing in Thailand. This technology introduces novel personalization opportunities, customer engagement, predictive analytics, and content optimization. However, it is essential to note that integrating AI into digital marketing also raises ethical considerations. The Thai market has potential and problems for AI-driven marketing tactics due to its distinctive cultural characteristics and digital ecosystem. As the adoption of AI technologies in Thailand progresses, marketers are compelled to maintain a vigilant stance in acknowledging ethical considerations and adjusting their strategies to align with the increasing expectations of Thai consumers. Undoubtedly, artificial intelligence (AI) has brought about a significant transformation in business-to-consumer (B2C) digital marketing. It has introduced novel opportunities for personalization, predictive analytics, customer assistance, content development, and social media analytics. With the ongoing progress of AI technologies, B2C marketers must modify their approaches and include these tools in their strategies to meditate within a landscape progressively reliant on data and focused on client needs. The existing body of literature provides evidence of the significant influence of artificial intelligence (AI). However, additional investigation is necessary to investigate the enduring consequences and ethical concerns of using AI in digital marketing.

Challenges and opportunities of using AI in B2C digital marketing

In the current dynamic digital environment, the advent of artificial intelligence (AI) has become a catalyst for significant changes in the field of marketing, presenting both remarkable prospects and complexities for enterprises engaged in business-to-consumer (B2C) activities (Chen & Chen, 2023). This section examines the primary obstacles and prospects associated with integrating artificial intelligence (AI) in business-to-consumer (B2C) digital marketing in Thailand.

Opportunities of AI in B2C Digital Marketing in Thai Context: A Case Study of TikTok Usage in Thailand

The primary emphasis of digital transformation endeavors in Thai enterprises has been enhancing customer experience, augmenting employee productivity, and mitigating expenses (Kasemsap, 2023). Nevertheless, when examining the broader digital environment in Thailand, enterprises have noteworthy prospects, namely within the domain of business-to-consumer (B2C) digital marketing. The current study by Marketing Guru (2022) examines the potential use of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing, with a focus on the use of TikTok in Thailand. The report provides insights into demographic patterns, prevalent content genres, and TikTok's revenue-generating strategies.

Engaging Thai Users on TikTok

Thai consumers exhibit significant online activity, dedicating an average of 35 minutes daily to TikTok's popular social media platform (Marketing Guru, 2022). This phenomenon offers substantial potential for firms to actively interact with their intended demographic on this platform. Thai users are reported to have a mean frequency of four daily engagements with TikTok, with two distinct periods of heightened activity observed—before bedtime and during lunch hours. The significant user engagement observed on TikTok in Thailand highlights the platform's potential as a valuable medium for businesses to contact their target audience effectively. Organizational artificial intelligence (AI)-based approaches to develop and engage can customize and effectively connect with users during periods of high demand.

Targeting Gen Y and Gen Z

The primary demographic groupings that makeup TikTok's user base in Thailand are Generation Y (individuals aged 22–38 years) and Generation Z (individuals aged 17–22 years) (Marketing Guru, 2022). The aforementioned demographic characteristics are a strategic approach to appealing to diverse age cohorts by offering a wide range of content options. Business enterprises can customize their endeavors and engage with these two demographic cohorts, acknowledging their status as the TikTok platform's most engaged and participatory user segments. The comprehension of the demographic characteristics of TikTok users in Thailand facilitates the development of material that possesses qualities of sophistication, contemporaneity, and attractiveness, thereby catering to the preferences of individuals belonging to both Generation Y and Generation Z. Information

recommendation algorithms driven by artificial intelligence (AI) can cater to the interests of specific demographic groups.

Leveraging Content Types

The recent rise in TikTok's popularity in Thailand can be attributed to distinct content genres, such as talent showcases, humor, food and drink, travel, basic dance routines, and beauty and fashion-related material (Marketing Guru, 2022). Marketers can leverage these types of content to autogenerate captivating and easily distributable content that effectively connects with the TikTok user base. AI algorithms can evaluate the popularity of various content formats and assist enterprises in creating material that aligns with Thai TikTok users' tastes. For example, enterprises have craniofacial intelligence to discern and integrate popular items into their promotional strategies.

Monetizing TikTok

TikTok's monetization strategy in Thailand primarily focuses on augmenting advertising sales (Marketing Guru, 2022). Business enterprises can investigate a range of advertising formats, such as brand takeover, top view, in-feed ads, hashtag challenges, and branded effects, to efficiently advertise their goods or services. Utilization-powered targeting and optimization assist firms in maximizing the opportunities offered by TikTok. By examining user engagement behavior, artificial intelligence (AI) can optimize the timing and delivery of advertising content in captivating formats.

In summary, Thai enterprises have needed help in their overarching endeavors to undergo digital transformation. However, the usage patterns of TikTok in Thailand offer promising prospects for business-to-consumer digital marketing strategies. The utilization of AI-driven tactics in TikTok marketing has the potential to facilitate successful user engagement, precise demographic targeting, and the exploitation of popular content genres for businesses. Moreover, TikTok's strategies for generating revenue via advertising provide a straightforward means for organizations to establish a connection with their target demographic. Thai firms may optimize their B2C digital marketing endeavors on the TikTok platform by embracing artificial intelligence (AI) and matching their strategies with their users' preferences. This approach can unlock the platform's full capabilities and facilitate growth in the digital era.

Challenges of AI in B2C Digital Marketing in the Thai Context

The integration of digital technologies has emerged as an essential element for organizations on a global scale, leading to significant changes in both their technological framework and organizational ethos (Chaffey & Ellis-Chadwick, 2022). Adopting this fundamental transformation is vital for organizations seeking to maintain competitiveness in the continuously expanding digital environment. According to Deloitte (2022), digital transformation offers many benefits. However, it also brings notable problems, especially in B2C digital marketing. This synthesis examines the difficulties encountered by Thai organizations when implementing AI-driven strategies for B2C digital marketing. It draws upon insights from the broader context of digital transformation and industry trends.

Cultural Resistance to Change

The digital transformation process necessitates more than the mere adoption of novel technological tools; it demands a fundamental and profound cultural reform within organizations. In Thai firms, a significant hurdle frequently encountered is persuading employees across various hierarchical levels to alter their cognitive framework and adopt digital innovation (Deloitte, 2022). Companies must foster an organizational culture characterized by risk-taking and adaptation. Implementing AI-powered marketing techniques may encounter resistance from employees who are deeply entrenched in old practices, posing a significant obstacle. Thailand's technology, media, and telecoms industries have exhibited a comparatively swift adoption of digital transformation. Nonetheless, the task persists in persuading employees to include artificial intelligence (AI) in their market procedures, as it necessitates a substantial deviation from conventional methodologies.

Legacy Systems vs. Innovative Practices

Like other geographical areas, numerous enterprises in Thailand encounter the challenge of managing outdated systems and enduring business procedures (Deloitte, 2022). Integrating artificial intelligence (AI) in business-to-consumer (B2C) digital marketing necessitates a readiness to deviate from traditional systems and embrace novel, frequently unestablished methodologies. The process of transitioning may pose challenges and face opposition from parties with a vested interest in maintaining

traditional practices. The juxtaposition of physical retail establishments with virtual e-commerce platforms in Thailand is a prime illustration of this predicament. According to Deloitte (2022), traditional retailers like Robinson and The Mall Group have encountered challenges sustaining their growth, with compound annual growth rates (CAGR) of 5% and 3%, respectively. In contrast, online platforms like Lazada and Shopee have witnessed remarkable revenue growth, with CAGR figures of 37% and an astonishing 2,560%, respectively (Deloitte, 2022). As mentioned above, the transition can be attributed to the integration of cutting-edge digital technology, a process that has posed challenges for conventional enterprises in terms of implementation.

Fierce Competition and Survival

The ability of a corporation to adapt and transform is crucial for its survival in the digital age. The proliferation of technology and internet connectivity in Thailand has created dominant super-app companies such as Grab (Deloitte, 2022). These companies have capitalized on their extensive networks to provide efficient same-day delivery services for e-commerce products. The immediate threat of obsolescence for logistics organizations that stick to traditional methods and disregard the adoption of digital transformation initiatives is primarily due to fierce market competition. The emergence of super-app giants in the Thai market highlights the imperative for conventional logistics companies to adjust and respond accordingly (Deloitte, 2022). Individuals need to adapt to this trend to maintain competitiveness, as the growing preference for digital platforms among customers for their shopping requirements could hinder their capacity to compete effectively.

Industry-Specific Challenges

Digital transformation is widely accepted in diverse businesses in Thailand. However, some industries—including those in technology, media, telecommunications, and financial services—display a higher level of advancement in applying AI-led strategies (Deloitte, 2022). This disparity might pose hurdles for organizations operating in industries that are falling behind, as they may encounter obstacles in locating skilled individuals and acquiring the necessary resources to bolster their digital marketing endeavors. 96% of Thais expressed intentions to work on digital transformation projects, according to a Deloitte (2022) study. According to Deloitte (2022), a significant majority of technology, media, and telecommunications enterprises, around 75%, have either already implemented or are in the process of intending to implement the measures mentioned earlier within one year. Approximately 70% of financial services businesses also adopt these measures (Deloitte, 2022). This phenomenon disadvantages enterprises in different areas since they may encounter difficulties competing with more technologically advanced peers.
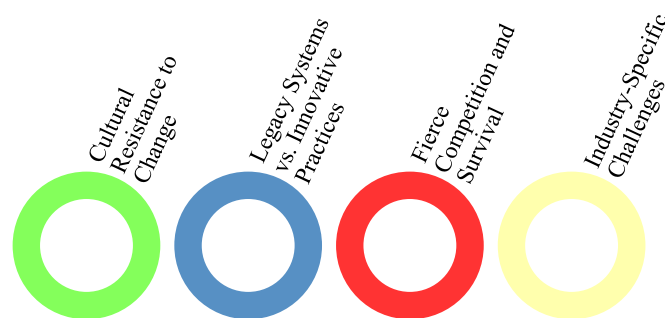

Figure 5 Challenges of AI in B2C Digital Marketing in Thai Context

In short, the complexities associated with using artificial intelligence (AI) in business-to-consumer (B2C) digital marketing for Thai enterprises are closely interconnected with the broader digital transformation framework. Addressing these difficulties necessitates technological investments and a cultural transformation involving a departure from outdated systems and a solid dedication to

maintaining competitiveness. It is crucial for companies operating in Thailand to acknowledge the necessity of embracing the digital era to stay caught up. This is evident from the achievements of enterprises like Lazada and Shopee and the creation of dominant super-app entities within the market. Adopting digital transformation has become imperative for survival and expansion within the B2C digital marketing domain.

In conclusion of this section, the B2C digital marketing landscape in Thailand offers a noteworthy account of the various obstacles and opportunities it encompasses. The primary catalyst behind these developments is the amalgamation of artificial intelligence (AI) and digital transformation endeavors. The examination of TikTok's use in Thailand is a compelling illustration of the possibilities inherent in business-to-consumer digital marketing. The TikTok case study effectively highlights the various opportunities present within this particular ecosystem. Thai firms are presented with a distinctive opportunity to actively engage a broad user base, thereby appealing to the demographics of Generation Y and Generation Z. The strategic utilization of AI-powered content recommendations, in conjunction with a comprehensive comprehension of user behavior and a discerning focus on prevalent content genres, enables enterprises to establish significant engagements with their intended demographic on the TikTok platform. In addition, the monetization options provided by the platform enable businesses to effectively advertise their products and services, taking advantage of the network's widespread popularity. However, the endeavor to use these prospects is full of obstacles. The prevailing cultural inclination to oppose change within organizations is a significant challenge, requiring a deliberate endeavor to cultivate a culture promoting innovation and adaptation. The presence of entrenched legacy systems and the emergence of creative practices highlight the intricate nature of moving from conventional methods to AI-driven techniques. The rise of digital platforms and the dominance of super-app companies have increased competition, emphasizing the necessity of undergoing digital transformation to ensure existence. Furthermore, industry-specific discrepancies in adopting digital technologies present distinct challenges for particular enterprises.

Thai businesses find themselves at a crucial point in time within the ever-changing digital environment, where they can fully utilize the significant advantages offered by artificial intelligence (AI) in business-to-consumer (B2C) digital marketing strategies. The potential for improving customer experiences, optimizing business efficiency, and reducing costs is alluring. However, to achieve these advantages, it is essential to demonstrate unshakable dedication to overcoming cultural opposition, relinquishing the limitations imposed by outdated processes, and skillfully maneuvering obstacles peculiar to the business. Achieving success in the constantly changing landscape of this field depends on effectively integrating artificial intelligence and digital transformation. This approach ensures competitiveness and offers promising opportunities within the business-to-consumer digital marketing domain.

Ethical Considerations of Using AI in B2C Digital Marketing

The formation of artificial intelligence (AI) in diverse sectors has initiated a novel epoch of technological progress, revolutionizing the operational methodologies of enterprises (Chen & Chen, 2023). Within the domain of marketing, artificial intelligence (AI) has emerged as an essential instrument, namely in the sphere of business-to-consumer (B2C) digital marketing (Dwivedi et al., 2022). Examining ethical aspects surrounding the utilization of AI in marketing is crucial as firms increasingly leverage AI capabilities to augment their marketing endeavors (Agrawal & Tripathi, 2023). This section delves into the ethical aspects of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing and its ramifications for customers, businesses, and society.

Privacy and Data Protection

The ethical implications around acquiring and utilizing customer data are a prominent problem within the realm of AI-driven business-to-consumer (B2C) digital marketing (Akter et al., 2022). Artificial intelligence (AI) algorithms significantly depend on extensive datasets to generate personal personalization and provide targeted advertisements (Bardot, Bardot & Runge, 2023). Nevertheless, the unselective gathering and retention of personal data give rise to apprehensions regarding violating privacy. Consumers may perceive their data as being used for commercial purposes without explicit

consent, erasing confidence in enterprises (Benmimoun & Dubois, 2022). The possibility of data breaches and auto-run authorized utilization compounds the concern.

Transparency and Accountability

The ethical conundrum that the opacity of AI algorithms presents is fundamental. The need for more awareness among consumers regarding AI systems' decision-making and suggestion processes is common (Dwivedi et al., 2023). The absence of transparency can result in feelings of powerlessness and dissatisfaction among consumers, who may raise concerns regarding the fairness and impartiality of the marketing strategies utilized (Hajli & Bouraoui, 2022). Adopting transparent practices and establishing accountability is crucial for organizations implementing AI-driven marketing tactics

Algorithmic Bias and Fairness

Artificial intelligence (AI) algorithms, when taught on data that contains prejudices, have the potential to perpetuate and potentially amplify existing social biases (Pan, Lu & Wang, 2023). In business-to-consumer (B2C) marketing, the earlier scenario may give rise to discriminatory practices when differential product offerings or pricing strategies are employed based on race or gender, among other characteristics (Rana et al., 2023). Ensuring algorithmic fairness and mitigating prejudice in AI-driven marketing is paramount to upholding ethical principles and safeguarding vulnerable customer segments from potential harm.

Consumer Manipulation

The utilization of AI technology in marketing has the potential to exert a significant impact on customer behavior through the implementation of advanced strategies and persuasive tactics (Singh & Kaur, 2023). This situation prompts ethical inquiries on the distinction between persuasion and manipulation. Marketers are required to achieve a delicate equilibrium between leveraging artificial intelligence (AI) to deliver pertinent content and refraining from engaging in manipulative practices that abuse the vulnerabilities of consumers (Grewal, Kumar & Sharma, 2023).

Consent and Opt-Out Mechanisms

To adhere to ethical marketing practices, it is imperative to acquire informed consent from consumers before data gathering and processing activities (Verhoef, Kannan & Inman, 2022). It is imported. Businesses must implement readily available procedures that allow consumers to opt-out, demonstrating respect for opt-outer choices (Wu & Wang, 2022). Nonetheless, guaranteeing authentic consent and uncomplicated opt-out procedures continues to pose a challenge, necessitating continuous ethical examination.

In conclusion of this section, the utilization of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing has many advantages, including heightened levels of customization and improved operational effectiveness. Nevertheless, it is imperative to acknowledge the ethical implications that accompany these benefits, as mentioned above. Privacy, transparency, algorithmic bias, consumer manipulation, and consent are crucial concerns that demand meticulous consideration from scholars and professionals. The adoption of ethical AI practices by organizations is of utmost importance, as it serves the dual purpose of preserving consumer trust and fostering a more ethical and responsible digital marketing environment. The continuous advancement of AI technology necessitates ongoing research and the establishment of ethical rules to ensure that B2C digital marketing follows values and upholds the rights and dignity of consumers.
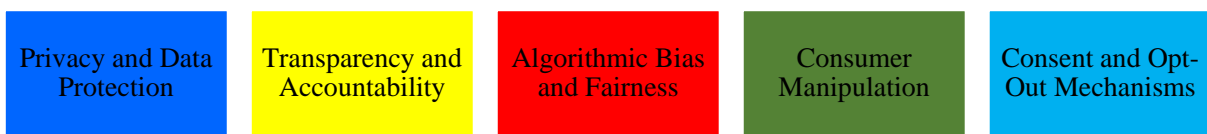
Privacy and Data Protection	Transparency and Accountability	Algorithmic Bias and Fairness	Consumer Manipulation	Consent and Opt-Out Mechanisms

Figure 6 Ethical Considerations of Using AI in B2C Digital Marketing

The Future Trend of Artificial Intelligence (AI) in B2C Digital Marketing

The digital marketing industry has experienced a significant transformation in the last ten years, primarily due to the emergence of artificial intelligence (AI) technology (Thongpakde & Thongpakde, 2023). These advancements have profoundly impacted how organizations manage their client base. This

part aims to present a comprehensive examination of the prospective developments in the field of artificial intelligence (AI) within the context of business-to-consumer (B2C) digital marketing. Artificial intelligence (AI) can analyze extensive analyses of data and make instantaneous choices, therefore holding the potential to fundamentally transform the strategies companies employ in reaching, captivating, and converting their intended audience (Chaffey & Ellis-Chadwick, 2022). This section examines the diverse effects of artificial intelligence (AI) in many facets of business-to-consumer (B2C) digital marketing. These facets encompass customer personalization, chatbots, and voice search optimization.

AI optimization and customer personalization

One prevailing trend in business-to-consumer (B2C) digital marketing is the escalating focus on tailored customer experiences (Chen & Chen, 2023). AI-driven algorithms have become essential tools for firms aiming to customize their marketing strategies according to individual tastes (Wu & Wang, 2022). Artificial intelligence (AI) utilizes the examination of user behavior, purchasing history, and demographic data to develop marketing strategies that are specifically tailored and focused (Alalwan et al., 2023). Implementing this degree of personal personalization promotes customer interaction and contributes to an overall improvement in the customer experience (Li et al., 2020). According to Chaffey & Ellis-Chadwick (2022), it has been found that personal, personalized messages exhibit a notably greater click-through rate and conversion rate in comparison to generic communications. With the advancement of AI algorithms, there has been an improvement in their ability to anticipate client preferences accurately. This progress has empowered organizations to provide products or services that cater to individuals' specific wants and aspirations (Kumar & Kim, 2018).

Predictive Analytics for Customer Insights

Predictive analytics, driven by artificial intelligence (AI), is an influential movement that is currently transforming business-to-consumer (B2C) digital marketing methods (Dwivedi et al., 2022). Through the utilization of historical data and real-time information, artificial intelligence (AI) algorithms possess the capability to forecast customer behavior, empowering businesses to make decisions based on data-driven insights (Agrawal & Tripathi, 2023). This particular feature holds significant value in the context of client retention and churn prediction. By analyzing historical purchasing patterns and customer contacts, artificial intelligence (AI) can detect possible risks of client churn and initiate specific retention efforts (Wongsuphasawat & Lohakon, 2023). In addition, utilizing utilization analytics enables organizations to organize inventory management, pricing tactics, and the allocation of marketing resources by using projected demand (Kim et al., 2019).

AI-Enhanced Chatbots

The development of chatbots has undergone significant advancements, transitioning from rudimentary rule-based frameworks to sophisticated conversational agents driven by artificial intelligence (AI) (Mishra, Dwivedi, & Sharma, 2023). The use of artificial intelligence (AI)-powered chatbots in business-to-consumer (B2C) digital marketing can revolutionize customer engagement and interaction (Kumar & Dwivedi, 2022). According to Wang et al. (2020) and Wasutharat (2021), AI chatbots have calculated responses to client inquiries around the clock without human involvement. This functionality has the potential to improve customer satisfaction and decrease response durations. In addition, with artificial intelligence, Chabot can use canvassing (NLP) to retain and respond to client inquiries (Kasemsap, 2023). The capacity to participate in discussions resembling those between humans presents organizations with an exceptional chance to cultivate more organizational relationships and enhance sales through interactive marketing (Gao et al., 2019).

Voice Search Optimization

Voice search is becoming a significant and transformative trend in business-to-consumer digital marketing (Kumar, Grewal & Sharma, 2023). This can be attributed to the widespread availability and usage of speech-activated devices and virtual assistants such as Siri and Alexa (Sharma, Grewal & Kumar, 2023). Artificial intelligence (AI) plays a crucial role in the optimization of material for voice search due to the necessity of employing a distinct methodology in contrast to conventional text-based searches (Dwivedi et al., 2022). Artificial intelligence systems can analyze conversations and deliver

more contextually relevant responses (Kumar & Dwivedi, 2022). This implies that enterprises must adapt their search engine optimization (SEO) and integrate long-tail keywords and phrases that mimic natural language. According to Curtis et al. (2018), organizations that organize digital marketing strategies to incorporate voice search are poised to attain a competitive advantage.

In conclusion of this section, the potential of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing is abundant. As artificial intelligence (AI) technologies progress and reach a higher level of development, enterprises that effectively utilize these technologies will possess a competitive advantage in generating tailored customer experiences, employing data-informed decision-making processes, improving customer support services, and optimizing their content to align with voice search capabilities. These observed patterns are suggestive of a more comprehensive transition towards a customer-centric and technology-oriented approach in the realm of digital marketing. Organizations that accept these emerging trends and adjust their strategies are poised to flourish in the progressively competitive business-to-consumer (B2C) digital environment.
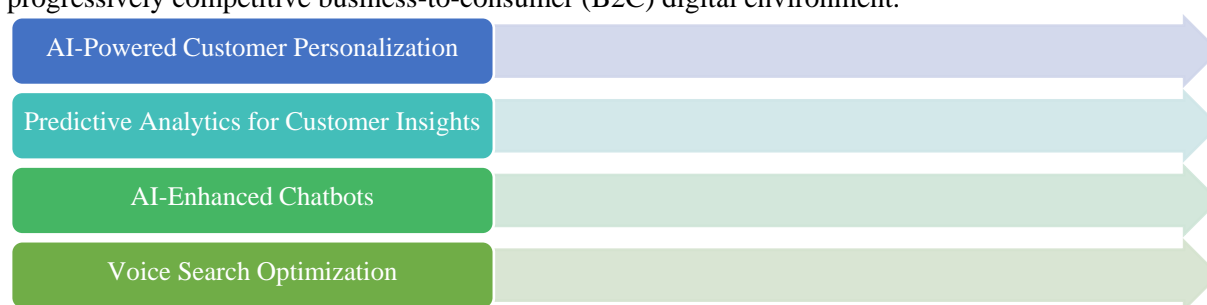

Figure 7 The Future Trend of Artificial Intelligence (AI) in B2C Digital Marketing

Recommendations for Marketing and Business Practice in the Age of AI in B2C Digital Marketing

The B2C digital marketing domain is undergoing significant transformation due to the growing impact of artificial intelligence (AI). To flourish within a dynamic environment and maintain a competitive edge, organizations take into account the subsequent recommendations:

Embrace AI-Driven Personalization

Investing in AI-powered tools and algorithms is one potential strategy for enhancing marketing campaigns. These tools and algorithms can analyze user behavior, purchase behavior, and demographic data. By leveraging this information, marketers can design marketing campaigns that are highly personalized and personalized to individual customers. Customize the message. Customize duct recommendations according to individual tastes, enhancing client engagement and improving conversion rates. The ongoing enhancement of AI algorithms is vital to enhance the ton and pertinence of customer preference predictions as time progresses.

Leverage Predictive Analytics for Decision-Making

Utilize the potential of predictive analytics to inform data-centric decision-making within business-to-consumer (B2C) digital marketing endeavors. The application of historical data and real-time information enables the prediction of consumer behavior and the identification of potential dangers associated with customer churn. The implementation of focused retention campaigns, the enhancement of inventory management practices, the adaptation of pricing strategies, and the allocation of marketing budget insights derived from artificial intelligence are recommended approaches. The implementation of this proactive technique has the potential to significantly improve the return on investment (ROI) in marketing efforts.

Upgrade to AI-enhanced chatbots

Enhance customer service and engagement within the B2C digital marketing strategy by incorporating AI-driven chatbots. It is advisable to allocate resources towards acquiring chatbot technology that provides round-the-clock assistance, prompt replies, and advanced natural language processing functionalities. It is imperative to ensure that chatbots can engage in conversations that closely resemble those between humans, facilitating smooth and uninterrupted customer engagements.

This strategy will result in improved customer satisfaction, decreased response times, and ultimately heightened sales and brand loyalty.

Prioritize Voice Search Optimization

Acknowledge the increasing significance of voice search within business-to-consumer (B2C) digital marketing and adopt search engine optimization (SEO) tactics afterward. It is advisable to allocate resources toward acquiring artificial intelligence (AI) solutions that can analyze questions and then deliver contextually relevant outcomes that effectively cater to users that rely on search; it is crucial to incorporate long-tail keywords and natural language phrases into the content. By doing so, the content becomes more optimized for optimized search queries. By embracing this emerging trend early, businesses can establish themselves as pioneers in voice search optimization, a competitive advantage in the market.

Invest in AI Education and Training

Ensuring that the marketing department and IT teams possess the necessary resources and capabilities to effectively utilize artificial intelligence (AI) in their business-to-consumer (B2C) digital marketing endeavors is imperative. To ensure the team remains well-informed on the most current AI technology, trends, and best practices, it is advisable to allocate resources toward training and education programs and interdepartmental collaboration among the marketing, data science, and IT departments to foster innovation and optimize until-utilization artificial intelligence for enhanced business outcomes.

Ethical AI Implementation

Prioritize ethical issues while integrating AI into digital marketing efforts. Ensuring that the AI algorithms adhere to customer privacy and data protection rules is imperative. Maintaining transparency with clients regarding the utilization of artificial intelligence (AI) in personalization and data analysis is imperative. Ethical practices in artificial intelligence (AI) serve the dual purpose of fostering trust and minimizing potential legal and reputational hazards.

Continuous Adaptation and Experimentation

The domain of artificial intelligence (AI) within business-to-consumer (B2C) digital marketing is constantly evolving. Maintaining a flexible and receptive mindset to engage in experimental approaches is advisable. It is imperative to closely monitor the efficacy of AI-driven projects within firms, collect customer feedback, and adjust tactics accordingly. It is imperative to demonstrate a willingness to engage in iterative and refined processes when implementing AI technologies to align with evolving customer expectations and market realities.

In conclusion of this section, the B2C digital marketing sector is currently experiencing a notable shift due to the growing impact of artificial intelligence (AI), leading to a rapid evolution of its landscape. Enterprises must undertake strategic initiatives to prosper and establish a competitive advantage in this ever-changing environment. The guidelines presented offer a thorough framework for achieving success. To begin with, utilization personalization is the implementation of marketing campaigns tailored to individual preferences, enhancing levels of engagement and increasing conversion rates. Active analytics facilitates the acquisition of data-driven insights, enhancing investment optimization in marketing activities. Integrating AI technology in chatbot systems has been found to boost customer support services and improve overall customer happiness.

Additionally, the recognition of voice search optimization is increasingly significant in developing SEO tactics. The allocation of resources towards the education and training of teams in artificial intelligence (AI) promotes the development of innovative solutions. Furthermore, incorporating ethical principles in deploying AI technology guarantees adherence to regulatory standards and cultivates a sense of trust among stakeholders. Ultimately, adopting an agile approach and the ongoing experimentation with AI techniques enable organizations to be in sync with their customers' ever-changing demands and preferences. By adhering to these suggestions, enterprises can leverage the revolutionary potential of artificial intelligence (AI), resulting in improved consumer engagement, and data-informed decision-making, and long-term competitiveness in the ever-expanding digital environment.
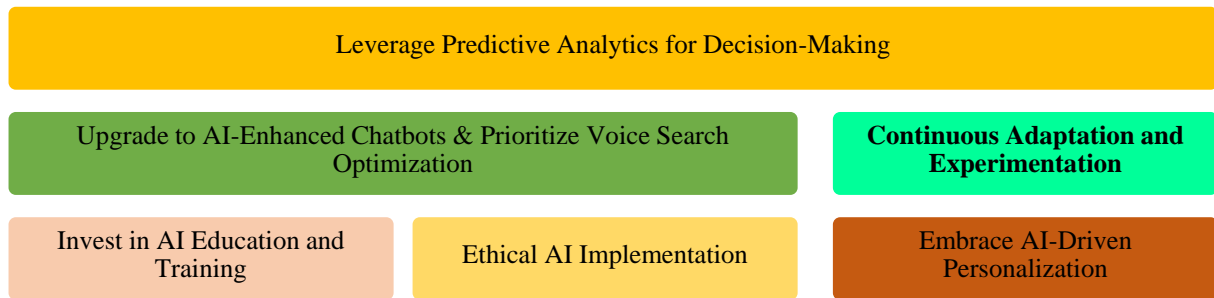

Leverage Predictive Analytics for Decision-Making

Upgrade to AI-Enhanced Chatbots & Prioritize Voice Search Optimization	**Continuous Adaptation and Experimentation**

Invest in AI Education and Training	Ethical AI Implementation	Embrace AI-Driven Personalization

Figure 8 Recommendations for Marketing and Business Practice in the Age of AI in B2C Digital Marketing

Recommendations for Future Research in AI-Powered B2C Digital Marketing
The guidelines are based on the changing landscape of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing. Their objective is to tackle rising issues, ethical considerations, and possibilities for innovation in this rapidly evolving domain. Researchers play a crucial role in the progression of knowledge in these domains, finally guiding to enhance the efficient implementation of AI inside their marketing plans.

AI-Driven inner Personalization
The researchers might explore the ethical ramifications of AI-driven client personalization, including concerns around data privacy and potential biases in algorithmic decision-making. Additionally, an examination of the effects of hyper-personalization on consumer behavior could be conducted, encompassing its implications for brand loyalty, trust, and satisfaction. In addition, it is imperative to evaluate the scalability and cost-effectiveness associated with adopting AI-driven personalization in the context of micro, small, and medium-sized enterprises (MSMEs).

Predictive Analytics for Customer Insights
The researchers may explore the integration of AI-driven predictive analytics into many facets of organizational functioning, such as supply chain management and customer service, to assess its overall impact on companies. The researchers may explore the importance of explainable artificial intelligence (AI) in bolstering trust and clarity inside predictive analytics models, particularly in organizations that adhere to rigorous regulatory frameworks. Moreover, it is crucial to thoroughly analyze the long-term effectiveness of predictive analytics in customer retention and churn prediction, considering its ability to adapt to constantly evolving market dynamics.

AI-Enhanced Chatbot
The investigation may involve examining the psychological aspects of human interaction with AI chatbots, including user attitudes, emotions, and the capacity of chatbots to foster emotional connections. The researchers analyzed the challenges and potential benefits associated with the incorporation of cross-platform chatbots. This analysis aimed to facilitate smooth transitions between online platforms, including websites, social media platforms, and messaging applications. The researchers can assess the effects of AI chatbots on the tasks performed by employees in customer service departments while considering the potential consequences of job displacement or augmentation.

Voice Search Optimization
The analysis of the evolution of voice search algorithms and their influence on the factors determining search engine rankings is a subject of interest for researchers. This examination encompasses integrating artificial intelligence (AI) in ranking voice search outcomes. The study aims to investigate the user experience and expectations about voice-activated searches, with a specific emphasis on accuracy, speed, and context awareness. The researchers have the opportunity to investigate the difficulties related to enhancing voice search for non-English languages and regional accents, placing significant focus on enhancing inclusivity.

Cross-Disciplinary Research
The researchers advise fostering multidisciplinary collaboration between computer scientists, marketers, psychologists, and ethicists to address the complex challenges of integrating artificial intelligence (AI) in business-to-consumer (B2C) digital marketing. The researchers have the opportunity to explore the possible collaboration between artificial intelligence (AI) and future technologies such as augmented reality (AR) and virtual reality (VR) in order to create an immersive and customized market. Furthermore, it is suggested that researchers undertake a study to investigate

the potential of artificial intelligence (AI) in addressing the issue of digital marketing fraud and ensuring the genuineness of client engagements.

Longitudinal Studies

The researchers have the potential to conduct extensive, extended studies to observe and analyze the expression of artificial intelligence (AI) technologies within the realm of business-to-customer (B2C) digital marketing. These studies would assess AI technologies' capacity to adjust and conform to changing consumer preferences and technological improvements. The researchers should maintain a diligent observation of the regulatory landscape to the impact of evolving rules and changing consumer expectations on the use of AI in marketing. This should be done to ensure compliance and promote responsible AI practices.

Global Perspectives

The researchers have the potential to examine the cultural and regional differences in customer reactions to AI-powered marketing tactics while considering variables such as cultural norms, technology trust, and data protection regulations. The researchers may investigate the accessibility of AI-powered marketing tools for enterprises operating in poor economies to formulate the digital gap.

AI Algorithm Transparency and Accountability

The researchers have the potential to explore various techniques to promote transparency and accountability in artificial intelligence (AI) algorithms utilized in digital marketing. This investigation would involve a range of practices, including but not limited to third-party audits and assessments of the implications of these algorithmic systems. Furthermore, the researchers may consider investigating strategies for educating customers on applying artificial intelligence (AI) in marketing to foster enhanced transparency and trust.
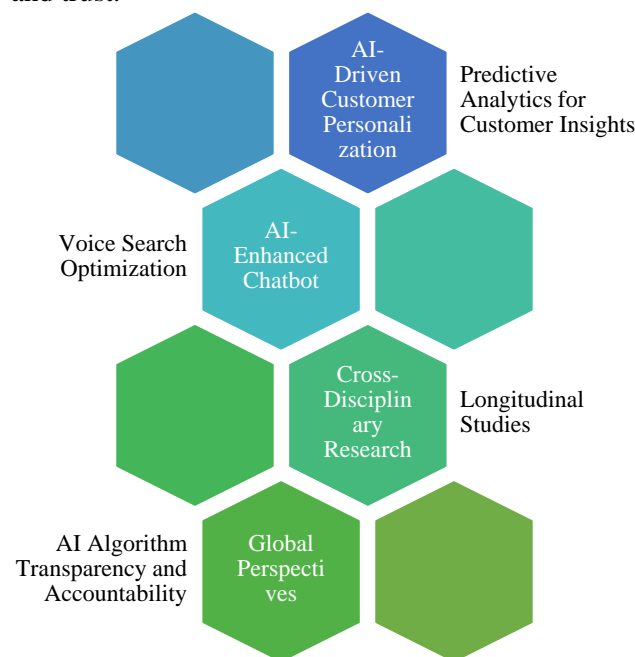

Figure 9 Recommendations for Future Research in AI-Powered B2C Digital Marketing

In conclusion of this section, the guidelines presented herein offer a complete framework for enhancing the implementation of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing strategies. The guidelines above have been meticulously formulated to correspond with the ever-changing field of artificial intelligence (AI) in digital marketing. These recommendations aim to tackle growing difficulties, solve ethical concerns, and promote chances for innovation within this dynamic field. Researchers play a critical and influential role in influencing the future of AI in marketing through their contributions to advancing knowledge in these pivotal domains. The insights and investigations conducted by these individuals will ultimately guide organizations' organization efficiency, ethicality, and consumer-centric nature of their AI applications within their marketing plans. The recommendations cover various essential aspects of integrating artificial intelligence (AI) in business-to-consumer (B2C) digital marketing. These include customer personalization, predict-personalization, using AI-powered chatbots, optimizing for

voice, optimizing cross-disciplinary research, conducting longitudinal studies, considering global perspectives, and ensuring transparency and accountability in AI algorithms. Through the examination and progression of these many aspects, scholars have the potential to assume a leading role in the formulation of conscientious, efficient, and open artificial intelligence (AI) methodologies. These research directions play a crucial role in navigating the constantly changing digital ecosystem, influencing a future where artificial intelligence (AI) in business-to-consumer (B2C) digital marketing has significant effects and adheres to ethical principles.

Conclusion

Implementing artificial intelligence (AI) into business-to-consumer (B2C) digital marketing practices in Thailand represents a notable transformation in how firms engage with their clientele. This comprehensive research has examined multiple facets of AI integration, encompassing its effects on customer service, personalization, and the competitive environment in Thailand. The clear disruptive potential of artificial intelligence (AI) in business-to-consumer (B2C) digital marketing holds the promise of improving customer interaction and streamlining processes through automation. However, the use of AI in this domain has its challenges, including concerns related to data privacy and the possibility of algorithmic bias.

In addition, the Thai market's distinctive cultural intricacies and digital environment pose various prospects and obstacles for marketing strategies powered by artificial intelligence. As artificial intelligence (AI) technologies progress, organizations face managing their complexities. This entails resolving ethical concerns and adjusting to the evolving demands of Thai consumers. The advent of artificial intelligence (AI) has undoubtedly brought about a significant transformation in business-to-consumer (B2C) digital marketing. It has introduced novel opportunities for customization, predictive analysis, customer assistance, and content creation. Thai businesses find themselves at a crucial point where they can utilize artificial intelligence (AI) to improve consumer experiences and increase operational efficiency. The achievement of favorable in an ever-changing environment is contingent upon the capacity of businesses to adopt innovation, surmount cultural barriers, and effectively incorporate artificial intelligence (AI) and digital transformation into their operations. Furthermore, firms must adopt artificial intelligence (AI) practices to preserve consumers and foster a conscientious digital marketing ecosystem. Continuous research and adherence to ethical norms are necessary so that business-to-customer digital marketing is by and upholds customers' dignity.

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