

A Study on Reimagining the Business Performance and Consumer Experience in B2B and B2C Marketing, Through AI-Driven Marketing Strategies

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Abstract

The use of Artificial Intelligence (AI) has become a game-changing technology that has revolutionized marketing practices, customer experiences, and operational procedures in both the B2B and B2C business settings. The current research has investigated the influence of AI-based marketing strategies on consumer experience and business performance by analyzing four aspects of AI such as AI personalization, AI customer analytics, AI automation, and AI operational efficiency. Quantitative research design was used for this study, and the data was collected from 300 participants who are working in the organizations using AI-based marketing solutions. Regression analysis was used to measure the relationships between AI capabilities, consumer experience, and business performance. The results of the research have shown that the aspects of AI such as AI personalization, customer analytics, and automation are positively affecting the consumer experience through the improvement of customer engagement, service delivery, and personalization. Moreover, it was found that the aspect of AI operational efficiency was the strongest predictor of business performance. Thus, the results of the regression models indicated the great explanatory power of the model of the researched phenomena. In this respect, the research is important for the field of marketing, as it provides empirical support for the idea of the importance of implementing AI in companies nowadays. The research findings can help managers use AI-based technology to build strong relationships with customers and to get competitive advantages.

Keywords: Artificial Intelligence (AI), AI-Driven Marketing Strategies, Consumer Experience, Business Performance, Customer Analytics, AI Personalization.

Introduction

In today's marketing world, Artificial Intelligence (AI) has evolved into an enabling technology which is radically changing how firms interact with their customers, how processes are optimized and competitive advantage is created in both business-to-business (B2B) and business-to-consumer (B2C) markets. With the fast evolution of AI technologies such as machine learning, predictive analysis, natural language processing, and generative AI, organizations have been able to implement marketing strategies that are driven by data, personalized and focused on the customer. Through digital transformation, firms are making use of AI technology not only as a tool but also as a strategic asset (Mikalef et al., 2021; Wirtz & Kowalkowski, 2023).

In the field of marketing, AI helps in the gathering, analysis, and interpretation of massive customer data, which helps companies gain a better understanding of their customer behavior and

purchase patterns. This has greatly helped in improving customer segmentation, recommendation engine, targeted marketing, and real-time customer engagement, thus resulting in better customer experience and improved customer relations (Kushwaha et al., 2021; Han et al., 2021; Petrescu et al., 2022). AI-based personalization techniques have become extremely important for businesses operating in the B2C space because the expectation from the customers in terms of a personalized experience is growing with each passing day. In addition to that, the use of AI technology in lead generation and decision making is becoming more common among B2B enterprises (Rodriguez & Peterson, 2024; Le et al., 2025).

In addition to consumer interactions, the application of AI technology in marketing has also changed the operations of marketing through automating mundane activities, increasing forecast precision, optimal resource allocation, and improving supply chain integration. Firms that have adopted AI-driven operational competencies will be able to better respond to market forces and perform more efficiently, thereby saving costs (Aggarwal et al., 2025; Altalafeeh & Al Mubarak, 2025; Srivastava & Bag, 2026). The fact that the AI has been able to combine marketing intelligence with operations has given firms a chance to be agile, innovative, and competitive (Seebacher, 2025; Seebacher & Riemersma, 2025).

However, current studies have noted the fact that the implementation of AI is not limited to technology but rather involves strategic fit with organizational objectives, consumer needs, and market situation (Bonalmi et al., 2026; Chowdhury et al., 2023). The importance of marketing strategy supported by artificial intelligence technologies in ensuring customer satisfaction, trust, engagement, and effectiveness has been stressed by researchers, who have also examined the issues of ethical, transparent, and technologically ready AI usage in marketing processes (Hitti & Ramadan, 2025; Shankar, 2025; Wunderlich et al., 2025). Besides, new value creation frameworks are being shaped due to the development of generative AI and advanced analytics (Mouammine, 2026; Zaki et al., 2026).

Even though a considerable amount of research is present, there is still a need for exploring the effect that marketing strategies driven by AI have on consumer experience and organizational performance. Thus, this paper explores the effect of AI marketing capabilities, customer analytics, personalization, and efficiency of operations in order to improve consumer experience and organizational performance. It is expected that the results will make a contribution to science and management through the provision of empirical evidence regarding the value of AI marketing.

Literature Review

The widespread use of Artificial Intelligence (AI) has been a major factor that has revolutionized the practices of marketing by helping companies to enhance customer engagement, process efficiency, and decision making. Machine learning, predictive analysis, natural language processing, and generative AI have become crucial elements of marketing. Many scholars have been exploring the impact of AI-based abilities on organizational performance and competitiveness in B2B and B2C markets.

One of the most extensively explored uses of AI in marketing is customer personalization. Artificial intelligence technology processes large amounts of customer data to provide personalized suggestions, content, and promotions. As mentioned by Han et al. (2021), AI personalization increases customer satisfaction due to the provision of the right product or service according to personal needs and behavior. Similarly, Kushwaha et al. (2021) suggested that personalized communication made possible by AI solutions increases customer engagement and fosters brand loyalty. For the B2C market segment, AI-based recommendation systems, chatbots, and virtual assistants have become indispensable tools for developing customer experience and service quality.

Customer analytics is yet another important aspect of the field in which AI can prove very helpful for marketers. According to Mikalef et al., (2021), the use of advanced analytics due to AI makes it possible for organizations to derive useful insights from complex data sets. These analytics make it possible to forecast consumer trends, predict buying behavior, and optimize marketing campaigns. Petrescu et al., (2022) also mentioned that by using AI in analytics, companies can acquire a competitive edge over others because of their market responsiveness and better customer understanding.

In addition to the above findings, it is evident from the literature that there is a gradual increase in the significance of AI within B2B marketing context. While the earlier literature was mostly related to consumer markets, the recent research literature has found some advantages of using AI technology in an industrial setting. Rodriguez and Peterson (2024) have stated that the use of AI technology increases

the effectiveness of lead generation, customer relationship management, and sales forecasting at B2B organizations. In a similar vein, Le et al. (2025) have revealed that AI marketing automation enhances effective communication and relationship building between business counterparts.

However, apart from activities involving customers, artificial intelligence has been an essential component of operational efficiency. Aggarwal et al. (2025) contended that AI increases operational efficiency through automation of marketing activities, minimizing errors and optimizing resource utilization. The use of AI would allow efficient management of campaigns, inventory, customer services, and performance analysis. Additionally, Altalafeeh and Al Mubarak (2025) noted that companies using AI technology exhibit increased process efficiency and lower costs while sustaining high standards of service delivery. This contributes to competitiveness and sustainability of the organization.

In addition, there have been recent researches on the strategic importance of artificial intelligence as a competitive advantage for businesses. According to Wirtz and Kowalkowski (2023), artificial intelligence should be understood not only as a technological innovation, but rather a strategic capability facilitating value creation and transformation of the business. Firms which effectively apply artificial intelligence in their marketing strategy can be better prepared for changes in customer demands and other environmental factors. Moreover, Seebacher (2025) and Seebacher and Riemersma (2025) pointed out that artificial intelligence-based strategic capabilities foster organizational agility, innovation, and market responsiveness.

However, the birth of generative AI has opened up many ways of innovating within the realm of marketing. According to Bonalumi et al. (2026), the use of generative AI technology can make businesses engage in personalized content creation, communication automation, and efficient customer engagements. Moreover, Mouammime (2026) stressed that the use of generative AI makes the process of creative marketing easier while cutting down content creation costs. Likewise, Zaki et al. (2026) stated that the use of generative AI has changed the way customers are engaged through interactive, intelligent, and personalized interactions.

However, along with the mentioned advantages, there are also several issues that can be found in relation to AI implementation. Chowdhury et al. (2023) pointed out problems such as privacy, transparency, and ethics in decision making. According to Hitti and Ramadan (2025), customer trust plays an important role when considering customer acceptance of AI-based marketing programs. To prevent any problems from arising from biases and incorrect usage of customers' personal data, organizations need to implement AI correctly and responsibly. According to Wunderlich et al. (2025), transparency and ethics are key elements of positive customer relations.

In general, from the above literature, we see that AI-based marketing capabilities have a positive impact on the customer experience and efficiency of operations and organization in both B2B and B2C situations. The ability to personalize, analyze customers' data, automate the processes, and make strategic decisions based on the information collected allows firms to improve their performance and increase customers' satisfaction. But to do that, the companies should be careful about technology and ethics. In order to extend these ideas, this paper examines the role of AI-based marketing capabilities in consumers' experience and business performance.

Analysis

Responses for the research were obtained from 300 participants who are members of the organizations using AI-based marketing techniques. The responses from males were recorded in 58%, while 42% were females. The largest number of respondents (46%) belonged to the age group of 26-35 years, 31% were from 36-45 years age group, 15% from 18-25 years age group, and 8% from above 45 years age group. In relation to the nature of organizations, 55% of the respondents belonged to B2C organizations, while 45% of them belonged to B2B organizations. With regards to work experience, 39% had work experience between 6-10 years, 33% between 1-5 years, 21% between 11-15 years, and 7% had more than 15 years of work experience.

Table 1: Impact of AI-Driven Marketing Capabilities on Consumer Experience and Business Performance

Dependent Variable	Consumer Experience (1)	Business Performance (2)
AI Personalization	0.312*** (0.053)	0.243*** (0.052)
AI Customer Analytics	0.284*** (0.057)	0.196** (0.061)
AI Automation	0.226** (0.064)	0.171** (0.058)
AI Operational Efficiency	0.385*** (0.049)	
Constant	0.842*** (0.287)	0.694*** (0.251)
Observations	300	300
R ²	0.612	0.684
Adjusted R ²	0.608	0.679
F Statistic	156.42***	159.87***

Note: *p<0.05; **p<0.01; ***p<0.001

Model results from multiple regression analysis on the effects of AI marketing capabilities on consumer experience and business performance are given in Table 1. Model 1 analyzes the effects of AI Personalization, AI Customer Analytics, and AI Automation on Consumer Experience, while Model 2 analyses the effect of AI Operational Efficiency along with AI marketing capabilities on Business Performance.

The results of Model 1 show that the effect of AI Personalization on Consumer Experience is significant and positive ($\beta = 0.312$, $p < 0.001$). That means that using personalized recommendations based on AI, customized communication, and personalization of customer interactions increases the chance to improve customer satisfaction and involvement. The relationship between AI Customer Analytics and Consumer Experience is significant and positive ($\beta = 0.284$, $p < 0.001$). That shows that the usage of customer data analysis and prediction increases the ability to respond to customers' needs effectively. In addition, the effect of AI Automation on Consumer Experience is significant and positive ($\beta = 0.226$, $p < 0.01$).

The explanatory strength of Model 1 is high, at $R^2 = 0.612$, implying that roughly 61.2% of variance in Consumer Experience can be accounted for by the three independent variables related to AI. The significant F-value (156.42, $p < 0.001$) confirms the goodness of fit and significance of the model.

In Model 2, we consider determinants of Business Performance. According to the findings, AI Operational Efficiency is the strongest predictor of Business Performance ($\beta = 0.385$, $p < 0.001$). It means that companies utilizing AI to optimize processes and make operational decisions perform better than others. Moreover, AI Personalization remains a strong determinant of Business Performance ($\beta = 0.243$, $p < 0.001$), which implies that the efforts aimed at providing customers with a better experience have positive implications for the company as well. Both AI Customer Analytics ($\beta = 0.196$, $p < 0.01$) and AI Automation ($\beta = 0.171$, $p < 0.01$) positively influence Business Performance.

The second model is able to explain 68.4% of the variation in Business Performance ($R^2 = 0.684$), which is a sign of high predictability of the model. Moreover, the significant F-statistics ($F = 159.87$, $p < 0.001$) adds credibility to the soundness of the model. In general, the outcomes show the importance of AI marketing and operations for enhancing customer experience and company performance. The outcomes confirm the research hypotheses.

Discussion

The results from the analysis of the current study provide robust empirical evidence in favor of the substantial importance of AI-based marketing strategies for improving consumer experience and organizational performance. According to the regression results, the variables of AI personalization, AI customer analytics, and AI automation have a positive effect on consumer experience, whereas AI operational efficiency is identified as the most important variable for organizational performance. Such results are consistent with the existing body of literature about AI as a strategic competency.

The strong positive influence of AI personalization on customer experience reinforces past studies that indicate that recommendation engines, personalized communication, and tailored product/service offerings provided by AI help to increase customer satisfaction and engagement. Contemporary customers demand personalized experiences, and AI is able to meet their expectations through providing relevant offers and information when it is necessary. These results also highlight that the use of AI customer analytics plays a crucial role for consumer experience, since the consumer mentioned the importance of using data insights in consumer experience.

The positive impact of AI automation on consumer experience indicates that automated marketing campaigns, intelligent chatbots, and virtual assistants increase customer service efficiency. It was found that AI-powered automation helps to make service delivery more effective and easier. The growing use of automation technologies makes it possible for organizations to sustain customer engagement continuously and ensure smooth interactions with customers.

The second regression model shows that operational efficiency of AI is vital for business performance. The higher coefficient attached to the operational efficiency of AI implies that businesses using AI for optimizing processes, forecasting and managing resources perform better in terms of organizational results. This result coincides with the findings of Aggarwal et al. (2025), Altalafeeh and Al Mubarak (2025), and Srivastava and Bag (2026), according to which AI operational capabilities lead to higher productivity and cost effectiveness and help to enhance competitive advantages of organizations. Finally, the substantial contributions of AI personalization, customer analytics and automation to business performance show that customer-focused AI applications bring profits in two ways.

High explanatory power of both the models underlines the importance of AI capabilities being critical success factors for organizations operating in B2B and B2C context today. The above findings further corroborate the recent studies stressing on the importance of considering AI integration as an important organizational strategic investment instead of just a technological one. In summary, the above results further strengthen the argument that organizations having the ability to integrate AI in their marketing and operational strategy are in a better position to gain competitive advantage.

Conclusion

The study was conducted to analyze the impact of AI-based marketing strategies on the customer experience and performance of businesses in B2B and B2C settings. The results obtained show that AI-based personalization, AI-based customer analytics, AI-based automation, and AI-based operational efficiency are among the factors that play an important role in making businesses successful. Particularly, it was established that AI-based personalization, customer analytics, and automation have a positive impact on customer experience, whereas AI-based operational efficiency is the most significant factor influencing business performance.

This paper makes a contribution to the current body of knowledge in the area in that it offers empirical evidence on how AI capabilities help in achieving customer-oriented outcomes and business success. The study confirms the conclusions reached previously in the literature on the role of AI-based analytics, automation, and personalization as strategic levers of improving marketing effectiveness and customer satisfaction. In addition, the study shows that AI efficiency in operations helps in better use of resources and decision-making.

Managers should pay close attention to investing in AI-based marketing tools and customer analytics systems to build strong relationships with customers and achieve greater operational efficiency in running business processes. AI capabilities should be developed by managers in accordance with organizational goals, while at the same time being customer-oriented and transparently implemented.

Notwithstanding the study's contribution, there are some limitations associated with it, including a cross-sectional approach and the use of self-reported data. For instance, future studies can take advantage of the longitudinal approach, as well as the industry-specific one, in combination with the use

of sophisticated analytical techniques, in order to investigate the impact of artificial intelligence on organizational performance over time. Moreover, researchers can explore the role of various mediating and moderating variables such as customer trust, technological readiness, organizational culture, and AI ethics.

To conclude, AI-powered marketing strategies constitute a significant avenue through which businesses can improve consumer experience and ensure better performance.

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