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The Role of AI in Marketing Strategies: Employee Perceptions Towards Business Performance-A Case Study

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Abstract

This study aims to understand how AI plays a part in developing marketing strategies and boosting the performance of the Malaysian IT services sector, mainly from employees' point of view. It is very important for managers to consider how AI affects their employees as these tools start to play a bigger role in business activities. With a quantitative case study, we collected information from 351 IT specialists in a top IT firm located in Selangor. AI applications were measured against business performance through the process of multiple regression analysis. It was observed that AI Personalization Techniques have the greatest influence on customer satisfaction ($\beta = 0.564$, $p < 0.001$), then AI-Powered Chatbots ($\beta = 0.156$, $p = 0.012$) and AI-Driven Marketing Automation ($\beta = 0.123$, $p = 0.018$). These AI strategies share responsibility for 61.8% of the variation in business performance (R^2 is equal to 0.618). Based on the findings, AI tools make tasks faster and help generate interactions with customers, which helps businesses become more competitive. This research points out that IT service providers wishing to connect AI effectively should keep training employees, foster unity within the organization, and use innovative approaches in marketing.

Keywords: *AI-Powered Chatbots, AI-Driven Marketing Automation, Process Innovation, Digital Economy, Sustainability Development, Corporate Performance and (SME's) Enterprises.*

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Introduction

AI technologies are now a main basis for improvement and success in the IT services industry. Since businesses now depend on digital tools more, IT service providers are using AI to automate simple jobs, offer personal service to customers, and achieve better results in their marketing. Because AI analyses large sets of data, it makes it possible for businesses to adapt their services to clients' needs, providing better services and stronger business relationships (McKinsey, 2023; Mohammad et al., 2025a).

AI in IT services is especially useful for automating everyday jobs. IT service providers have often had to do the same repetitive and tiresome tasks such as point system monitoring and resolving errors. Because of AI, tasks that used to require people can now be managed efficiently and accurately, so workers can focus on more important matters. For example, AI can identify problems in a system before

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they happen, so maintenance can be done quickly and costs are not high. Because of this, IT companies can provide extra services and enhance their work performance (Prentice, Lopes and Wang, 2020; Mohammad et al., 2025b). Another way AI is having a big effect is in enhancing personal customer experiences. Keeping an eye on customer data with AI, companies can provide customers with solutions that suit their requirements. Since clients' specific needs are addressed right away and reliably, they enjoy better experiences and tend to remain loyal (Eshiett and Eshiett, 2024; Mohammad et al., 2025c).

Not just making things run smoothly, AI is also key to changing IT marketing strategies. Businesses can obtain a better understanding of changes in the market, customer actions, and their competitors' strategies by using A (Vij et al., 2024; Mohammad et al., 2025d) I. Because of these insights, firms can produce more successful campaigns that generate a higher rate of conversions and better profits. AI tools can point out which platforms are best to reach clients, what times are best to communicate, and what kind of messages attract different target customers.

The IT services sector is using more and more AI-driven chatbots and other self-service systems for interaction with customers. They provide various benefits, for instance, giving instant support all day, day or night, quick response times, and improving how customers feel (Pillai et al., 2024; Mohammad et al., 2025e) re. Thanks to chatbots, clients can get help on a wide range of things, no matter when they are searching for answers. The continuous support available in IT services matters a lot since IT issues can pop up any time and have to be solved urgently (Chowdhury et al., 2022; Mohammad et al., 2025f).

Furthermore, AI in customer service can help companies cut their spending on operations. When companies automate everyday customer interactions, they employ fewer customer representatives and cut their costs significantly. With efficient costs, the company can improve other important areas, making its services and products better. (Umamaheswari, 2024) Besides other benefits, AI makes it possible for customer service to improve all the time, offering a higher quality of service to clients.AI is influencing IT services in Malaysia, not just around the world. Providers around IT are using AI more and more to compete and provide new solutions. The government's effort to promote digital change has made it easy for AI to be used in IT services in Malaysia (Chan, 2023; Mohammad et al., 2025g). More businesses discovering the upsides of AI means this trend will not slow down.

Overall, adding AI to the IT services industry is changing how businesses function and strive in the market. Many benefits of AI include automating simple tasks, offering tailored customer experiences, boosting marketing performance, and improving customer service, helping businesses grow and becoming more efficient. IT service providers must rely more on AI as the industry grows to maintain a strong position. This research is carried out to discover reliable information on the effects of AI technologies on the way IT services perform worldwide and in Malaysia (Mahusin, Sallehudin and Satar, 2024; Mohammad et al., 2025h).

Research Objectives

RO1: To analyse employee perceptions regarding the impact of AI personalization techniques on business performance.

RO2: To evaluate employee perceptions regarding the influence of AI-powered chatbots on business performance.

RO3: To assess employee perceptions regarding the impact of AI-driven marketing automation on business performance.

Literature Review

Global Marketing Strategy Using AI

Using AI in marketing strategies worldwide has greatly changed how businesses deal with customers, analyze information, and perform daily activities. Using Artificial Intelligence, marketers can now access useful insights from data faster and more accurately than by using previous approaches (A. Haleem et al., 2022; Elmobayed et al., 2024). Thanks to these technologies, companies can have a lead over the competition by making fast decisions and using predictions to see what's coming in the marketplace (according to Verhoef et al., 2019). AI tools in marketing make it possible for organisations to respond efficiently to changes and future trends, not just to problems and crises. Marketers benefit from using data analysis tools by making campaigns that are accurate, suited to what their customers require, and more likely to earn them a profit.

AI makes a big impact on strategic marketing when it comes to predictive analytics. By reviewing past information, AI systems assist companies in seeing likely customer habits and current market trends, which helps them organise their marketing programs better (Hemalatha, 2023; Al-Adwan et al., 2025). With foresight, companies can plan how to use their resources more effectively for areas that have great chances of success. Such models help with choosing the best times for promotions, predicting the market's demand, and making messages that suit specific audiences. Because markets around the world are varied and keep changing rapidly, AI's predictive skills are necessary to handle the challenges that come with understanding customers and competitors.

AI makes it possible to customize offers specifically for each person using details such as their shopping and social media records. Because of this, companies are able to deliver specially designed messages and offers that suit each customer (A. Haleem et al., 2022). Because customers now want personal encounters, AI allows brands to continue engaging their consumers and maintain loyalty. Besides, since these chatbots use natural language processing, they assist customers in real-time and raise customer happiness levels at lower effort and expense (Adamopoulou & Moussiades, 2020). AI tools store data from users while they communicate, allowing the marketing process to become more detailed.

AI-driven marketing automation handles frequent activities such as sharing information, sending messages by email, and maintaining social media accounts. Such systems guarantee that the campaign stays consistent, extra staff are assigned to what matters most, and customers' inputs are reviewed as soon as possible (Jarek & Mazurek, 2019). Research and evidence collected from around the globe reveal that marketing is using AI more, as suggested by recent notes from Marketing Charts and Statista. AI also plays a part in improving business operations, lowering mistakes made by people, and increasing the productivity of different units (Bhatia, 2020). Because it is adaptable, technology lets companies keep innovating and remain competitive worldwide (Davenport & Ronanki, 2018).

AI Marketing Strategy in Malaysia

The government of Malaysia is encouraging the use of AI by introducing ideas that help develop digital technologies. As part of this initiative, the National Policy on Industry 4.0 (known as Industry4WRD) stresses that AI is necessary for improving how competitive and efficient Malaysia's manufacturing sector is (Ministry of International Trade and Industry, 2018). Additionally, MDEC has played a key role in developing AI by funding and supporting companies with infrastructure and helpful regulations (MDEC, 2021). The progress in AI is promising, but some obstacles get in the way of it becoming popular in Malaysia's marketing industry. Finding people who have knowledge in AI and similar technologies is often a big challenge. The World Bank (2021) notes that this talent gap in digital skills makes it hard for AI to be implemented successfully.

Case study of a company

The company is one of the major IT service providers, operating out of Selangor, Malaysia. The company is based where Malaysia's technology hub begins, and it specializes in providing full-range IT services to many clients. There are more than 3000 employees working for the company, which allows it to provide software development, IT consulting, integrated systems, and managed IT services. Using advanced technologies, including AI, the company focuses on digital transformation and makes sure its clients benefit from better business results. Being situated in Selangor, the company can serve both Malaysian and global markets and is thus important in Malaysia's IT industry.

Problem Statement

The IT services industry is under extra pressure to be unique, satisfy modern client needs, and boost how efficiently it works. Traditional strategies in marketing cannot handle the new challenges properly; therefore, businesses are now using AI-based tools like machine learning, natural language processing, chatbots, and marketing automation (Davenport & Ronanki, 2018; Adamopoulou & Moussiades, 2020). Although AI is thought to help businesses by interacting better with customers, little proof is available regarding workers' opinions and experiences with AI in their workplaces (Jarek & Mazurek, 2019).

Even though the firm has brought in AI by using it for personalization, automated marketing tasks, and chatbots, it is not clear how much the firm gained from these investments and what impact they had on everyday work. It is important that employees accept and make use of AI tools to achieve their benefits. Still, not giving staff proper training, making it hard for them to accept changes, or leading them to think they will lose their jobs can stop successful acceptance of new platforms (Davenport & Ronanki, 2018). The study fills in this gap by investigating how employees view AI's impact on business,

which should help businesses enhance their ways of adopting AI and matching those strategies to the company's wider business goals in the IT sector.

Business Performance

More attention is being given to how Artificial Intelligence (AI) affects business performance in education and the sector. AI makes it easy for businesses to enhance their operations by automating regular jobs and extracting meaningful information from data. According to Davenport and Ronanki (2018), machine learning reduces the time needed for routine assignments and gives managers clearer ideas for making choices. As a result of this change in resource allocation, workers can focus more on important tasks that help the company.

Personalised and quick responses are possible with the help of AI. AI-powered chatbots make it easy for customers to communicate and make them more likely to be satisfied, loyal repeat customers. An analysis of people's behaviors and preferences through AI helps organizations offer what their customers require with personalized experiences (Kumar et al., 2024). Consequently, companies can create marketing efforts that appeal strongly to users and help them keep and get new ones. Also, because of AI, businesses can come up with unique approaches and test fresh business strategies. With learning abilities, AI systems support businesses in following the shifts happening in the market (Bhatia, 2020). The ability to adapt is crucial now because rapid changes in markets call for agility and new ideas to compete. Detecting what is coming next and seeing opportunities is how AI supports a business's strategy to remain ahead in the sector.

AI has made a strong impact on the process of decision-making. Having access to real-time data, managers can decide and act more quickly in marketing, making new products, and managing business operations. According to Davenport and Ronanki (2018), AI enables companies to use their resources better and boost their performance through information on consumer opinions and the latest market developments. Because of this, firms can react to challenges and also anticipate future outcomes. AI technology is making customer service much better than before. A customer can get help instantly through chatbots because they can respond to a lot of different questions. These authors explain that this enhances how customers feel and makes the job of support teams simpler. Since AI takes over simple tasks, human agents can focus on resolving more complicated problems, improving services given to customers.

Using AI effectively calls for fitting it with the company's goals and following a well-defined plan. It is important for firms to get the right tools, offer adequate training, and check the system's progress all the time. They explain that when AI is part of the company's overall strategy, it becomes easier to avoid risks and it is more likely to prove worthwhile. Taking a close watch and checking how AI fits into the company's plans helps maximise the advantages and supports lasting success.

AI Personalization Techniques

Using AI, companies are able to modify their marketing approaches to match what each person likes and does. Haleem et al. (2022) and Haenlein (2019) mention that personalization occurs by reviewing customers' purchases, how they use the internet, and what they say to give them what they are most interested in. Because of personalisation, providers in IT services can recommend solutions that fit clients' requirements and aims, making clients trust and appreciate the business more (Hemalatha, 2023). Machine learning, marketers can spot the preferences of customers and provide meaningful messages and predict their future needs. As a result, there is stronger engagement, an increase in conversions, and better resource distribution and marketing ROI (Listed in Verhoef et al., 2019). Emerging technologies allow businesses to react swiftly to changes in the market and in people's buying patterns (Haleem et al., 2022).

In addition, AI aids loyalty programs by choosing the right rewards for each level of customers. With personalized experiences, it helps maintain the trust of customers and forms loyal relationships with the brand (Verhoef et al., 2019). AI combines many sources of data to build a complete customer profile that allows businesses to experiment with marketing and make smart strategies (Hemalatha, 2023).

H1: AI Personalization Techniques has Significant Positive Influence Business Performance

AI-Powered Chatbots

IT services are now utilizing AI chatbots, which rely on NLP to give fast and immediate customer assistance. Thanks to bots, firms can help customers with basic questions, technical support, and they can guarantee uninterrupted service without being affected by time zones (Adamopoulou &

Moussiades, 2020). Since they are always available, consistently reply, and respond quickly, the service is improved and response times are lower (Kumar, Ashraf & Nadeem, 2023). Apart from help, chatbots keep customer interaction data, study it, and update their services as time goes on (Jarek & Mazurek, 2019). Thanks to this, they can provide more precise answers and require less help from people. Using CRM and ERP schemes, it becomes possible to customise customer responses after studying their history and likes (Jarek & Mazurek, 2019).

In marketing, AI chatbots communicate with potential customers, guide them during the purchasing process, and increase the number of sales. They decrease the cost of operations by dealing with a large number of ongoing interactions at once and keeping everything efficient during high demand (Kumar, Ashraf & Nadeem, 2023). Offering a consistent, scalable, and customised experience, AI chatbots permit IT firms to streamline their work and make clients happier, which supports building trust and adaptable operations (Adamopoulou & Moussiades, 2020).

H2: AI-Powered Chatbots Significant Positive Influence Business Performance

AI-Driven Marketing Automation

AI marketing automation helps businesses to run and improve their marketing campaigns on different channels. By looking at a user's actions, companies can target, personalise, and align content at just the right time for better responses and involvement (as mentioned by Jarek & Mazurek, 2019). Marketing teams use predictive analytics to forecast what customers do and use this knowledge to talk to them in a timely and suitable manner (Bhatia, 2020). Being able to adjust itself in real-time is a major advantage for AI, allowing it to provide valuable messages and keep up customer loyalty (Adamopoulou & Moussiades, 2020). With automation, most marketers don't have to do repetitive tasks such as scheduling emails and segmenting their target audience (Jarek & Mazurek, 2019). Also, AI gives useful tips, tracks how a campaign is doing, and separates customers for better message targeting (Bhatia, 2020).

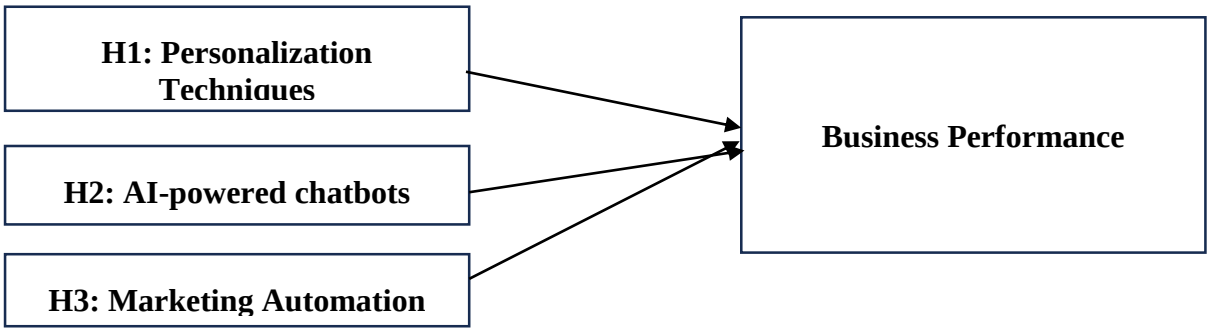
With AI, companies can quickly find clients at risk and send them special interactions. It allows your brand to send the same message everywhere, earning and keeping your customers' trust (Jarek & Mazurek, 2019). In addition, AI helps companies increase their marketing reach without dropping the quality and saves money by handling many tasks manually (Adamopoulou & Moussiades, 2020).

H3: AI-Driven Marketing Automation Significant Positive Influences Business Performance

Theoretical Justification

The Dynamic Capabilities Framework (DCF) by Teece, Pisano, and Shuen (1997) is used in this study to detail the effects of AI personalisation, AI chatbots, and AI marketing automation on a company's business results. The DCF considers an organisation's skills in adjusting to new situations by reallocating its own and external resources, which plays a vital role in understanding AI for marketing. Thanks to AI personalisation, firms can change their marketing tactics to match the needs of each customer by using large information sets. This flexibility in customer service encourages satisfaction and loyalty, according to De Keyser et al. (2021) and Stojanovic, Andreu, and Curran (2018), as AI-based tips make customers interact with businesses more and remain loyal. In the same way, AI-based chatbots keep customer service flexible by addressing real-time messages, which improves the efficiency of operations. The study by Chattaraman, Kwon, and Gilbert (2019) and Przegalinska, Ciechanowski, and Stroz (2021) demonstrates that chatbots are enhancing the quality of services and keep getting better every time they learn. Besides, automated marketing solutions ensure that campaigns are set up at the proper time and based on information collected by AI. Jarek and Mazurek (2019) as well as Bhatia (2020) indicate that marketing is better able to achieve results, remain focused on goals, and support the business's performance when they use automation. These abilities in AI prove that using dynamic capabilities makes firms more competitive in changing economic conditions.

Framework



Methodology

The study relies on a quantitative and descriptive approach to find out how IT services firms perform when using AI features like personalization, chatbots, and automation adopted from Basias & Pollalis, (2018) and Kaliyadan & Kulkarni, (2019). For this study were taken through an online survey of 351 questionnaire sent out via WhatsApp, LinkedIn, and email to people employed in IT in Malaysia. Experienced executives and managers were the target group of this survey, and they were chosen using non-probability sampling out of a population of around 3,000 employees. Before conducting any analyses, the author conducted pilot tests and then did factor analysis, reliability checks, descriptive statistics, multiple regression, ANOVA, multicollinearity tests, and calculated beta coefficients (Dornyei, 2022; Mitarai & Fujii, 2019; Zook & Pearce, 2018). This approach gives insights into AI marketing's impact on a business, which can be applied both in academics and in actual services related to IT. Because the study uses a good structure and thorough methods, its results can be trusted and put into practice.

Results

Pilot Test

The purpose of pilot testing is to assess the possibility of carrying out the research. In this research, 500 questionnaires are used to collect data from a group of 341 people. The data was stemmed from the sample size table that was proposed by Sahibuddin et al., 2022. Following the advice of Abd Gani, Rathakrishnan, and Krishnasamy (2020), the initial group in the pilot study should consist of 10% or 35 responses of all those who take part in the survey. The researchers set out to survey 341 people, but 351 people answered the questionnaire instead.

Table 1: KMO and Bartlett Test (Pilot Test)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.600
Bartlett's Test of Sphericity	Approx. Chi-Square	468.249
	df	190
	Sig.	<.001

Data for factor analysis should be of acceptable quality, and that is checked by the Kaiser-Meyer-Olkin (KMO) test, with 1.0 a best value and 0.6 the recommended minimum (Naseer et al., 2019). Based on the result of KMO, the sample is suitable for factor analysis, as its value is 0.600 which fulfills the minimum standard, but is not very high. Bartlett's Test of Sphericity analyzes whether the correlation matrix is an identity matrix, since this outcome would flag the variables as unrelated and not right for factor analysis. According to the chi-square test, 468.249 was obtained with 190 degrees of freedom and <0.001 significance, meaning that not all variables are independent and factor analysis can be used.

Table 2 Reliability Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
DV- Business Performance	0.792	0.802	5
IV- AI Personalization	0.856	0.856	5
IV- AI-Powered Chatbots	0.855	0.854	5
IV- AI-Driven Marketing Automation	0.829	0.834	5

This table demonstrates that all the variables used—Business Performance (α = 0.792), AI Personalisation (α = 0.856), AI-Powered Chatbots (α = 0.855), and AI-Driven Marketing Automation (α = 0.829) have very strong reliability ratings (Umaji et al., 2023). AI Personalisation can be trusted more than other methods, though Business Performance continues to stay consistent. According to the results, the survey can measure the right constructs correctly.

Demographic Profile

This part of the survey gives the demographic information of the 351 participants, which includes their gender, age, education background, and experience with the organisation. Among the respondents were company executives, managers, and other employees who worked in Company A's facility in Selangor, Malaysia. The respondents' basic characteristics are explained in the table below.

Table 3 Summary of Demographic Profile of Respondents

Demographic Detail	Category	Number of Responses	Percentage
Gender	Female	125	35.61%
	Male	221	62.96%
	Prefer not to say	5	1.42%
Age Group	25-34 years	79	22%
	35-44 years	119	34%
	45-54 years	81	23%
	55-64 years	41	12%
	65 years and above	1	0.30%
	Under 25 years	30	9%
Education Level	Doctorate (Ph.D.)	8	2%
	Diploma or equivalent	26	8%
	Master's degree	141	40%
	Bachelor's degree	176	50%
Work Experience	1-3 years	51	15%
	4-6 years	75	21%
	7-10 years	113	32%
	Less than 1 year	7	2%
	More than 10 years	105	30%

(Source: Self-created)

Data Analysis

This study will analyse data from 351 respondents using SPSS software to evaluate its appropriateness for hypothesis testing.

Table 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.955
Bartlett's Test of Sphericity	Approx. Chi-Square	5157.870
	df	190
	Sig.	<.001

Following the report in Table 4, the KMO Measure of Sampling Adequacy gave an excellent value of 0.955 (Naseer et al. 2019). Accordingly, this study used data that is outstanding for running factor analysis. The testing of sphericity by Bartlett's test confirmed that the correlation among the variables was found to be highly significant with Chi-Square value of 5157.870 (df = 190, $p < 0.001$); therefore, the data met the requirements for factor analysis.

Table 5 Reliability Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
DV- Business Performance	0.860	0.861	5
IV- AI Personalization	0.898	0.899	5
IV- AI-Powered Chatbots	0.909	0.909	5
IV- AI-Driven Marketing Automation	0.901	0.902	5

The findings in Table 5 prove that all the variables in this study were consistently measured. Though the overall scale scores are just above 0.7, which is what is desired, the subscale scores do not reach this objective. In particular, Business Performance has a Cronbach's Alpha of 0.860 (0.861 for standardized items), proving that it is a reliable depending variable. All independent variables have strong reliability as they record Alphas of 0.898 and 0.899 standardized for AI Personalization, 0.909 for AI-Powered Chatbots in both forms, and 0.901 and 0.902 standardized for AI-Driven Marketing Automation. From these results, we confirm that these instruments are good indicators for the seen outcomes and can be used in more analysis.

Table 6 Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.786[a]	0.618	0.615	2.01205	1.913

a. Independent Variables: AI Personalization, AI-Powered Chatbot, AI-Driven Marketing Automation

b. Dependent Variable: Business Performance

This analysis proves that using AI in businesses greatly enhances their performance in the IT services sector. Because the R-value is 0.786, AI Personalization Techniques, AI-Powered Chatbots, AI-Driven Marketing Automation, and business performance are strongly related in a positive manner. As the R^2 shows 0.618, these strategies explain around two-thirds of the changes in business results and contribute a lot to a company's success (Jarek & Mazurek, 2019). The model is stable, and its results can be trusted, because its Adjusted R^2 is 0.615 and the standard error is 2.012 (Mitarai & Fujii, 2019). The statistic of Durbin-Watson equal to 1.913 suggests that there is not much autocorrelation, so the model is supported as valid and reliable.

Table 7: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2272.455	3	757.485	187.110	<.001[b]
	Residual	1404.776	347	4.048		
	Total	3677.231	350			

a. Independent Variables: AI Personalization, AI-Powered Chatbot, AI-Driven Marketing Automation

b. Dependent Variable: Business Performance

According to Table 7, the model assisting in business performance with AI personalization techniques, AI-powered chatbots, and AI-driven marketing automation has been shown to be statistically significant ($F = 187.110$, $p < .001$). It is evident that AI strategies impact Business Performance, because the Sum of Squares for Regression is 2272.455 and the F-values were high. This is proven by the $p < .001$ score while rejecting the null hypothesis, showing how independent variables are tied to the results of the business. So, it is confirmed that AI strategies greatly improve business results in the IT services sector (Mitarai & Fujii, 2019).

Table 8: Coefficients and Collinearity Result

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.367	0.719		7.467	<0.001		
	AI Personalization	0.508	0.049	0.564	10.366	<0.001	0.371	2.692
	AI-Powered Chatbot	0.138	0.054	0.156	2.531	0.012	0.291	3.435
	AI-Driven Marketing Automation	0.116	0.049	0.123	2.367	0.018	0.409	2.448

a. Dependent Variable- Business Performance

Based on the table, AI methods prove to be effective for companies, since they help improve business performance and overcome the issue of multicollinearity among the independent variables. The B coefficients indicate the shift in business results that is predicted for every one-unit change in an AI approach, while other components are kept the same. AI Personalization Techniques had the best influence on results (positive B = 0.508, p-value = < .001). AI Chatbots increased opinion about AI positively, and so did Marketing Automation systems (Beta = 0.156, Beta = 0.123 respectively).

Based on the multicollinearity tests, all independent variables were conditionally independent since their Tolerance and VIF values were above and below the critical levels, respectively (according to Mitarai & Fujii, 2019). They prove that the regression is stable and dependable. On the whole, the information confirms that using AI in business, especially with Personalization Techniques, greatly improves results for IT companies.

H1: AI Personalization Techniques has Significant Positive Influence Business Performance

The findings show that AI personalisation strategies greatly increase a company's performance. The unstandardised coefficient said that an increase of two years in age affects parents' spending by 0.508 more. It is evident that the performance of a business is related to AI personalisation with a beta coefficient of 0.564. Because the VIF for AI personalisation strategies is 2.692, and below the maximum

there is no worry about multicollinearity. It shows that, in the IT services sector, AI-driven personalisation boosts business success in a noticeable way.

H2: AI-Powered Chatbots have a significant positive impact on business performance

The evidence gathered confirmed that chatbots powered by AI play a big role in making companies more productive. AI-Powered Chatbots have a possible term defined as 0.138, and this t-value of 2.531 is larger than the cut-off of 1.96, while the p-value of 0.012 is less than 0.05, showing importance at the 95% confidence level. The positive beta coefficient of 0.156 means that AI-Powered Chatbots and business performance are linked in a favourable way. No issues related to multicollinearity can be found since the variable's VIF is only 3.435. AI-Powered Chatbots have proven to be effective, making the positive connection with business results obvious (Mitarai & Fujii, 2019).

H3: AI-Driven Marketing Automation Significant Positively Impacts Business Performance

The data found in the table proves that AI-Driven Marketing Automation has a positive influence on business performance.

For AI-Driven Marketing Automation, the unstandardised coefficient (B) is 0.116, with a t-value of 2.367 that is more than 1.96. The p-value is 0.018, so it is also below the significance level of 0.05. AI-Driven Marketing Automation has a positive effect on business results because the beta coefficient is 0.123. Because the VIF of the variable is 2.448, it can be concluded that multicollinearity is not a notable issue. The analysis of the data confirms that AI-Driven Marketing Automation improves how a business does, so H3 is correct (Mitarai & Fujii, 2019).

On the whole, using AI in personalization, AI chatbot tools, and marketing automation positively impacts the performance of the business. This means IT management in services can improve their marketing strategies by making use of AI.

Discussion of the Research Findings

AI-based marketing methods such as Personalization with AI Technology, Chatbots, and Automation with AI were researched to explore the effects they have on business results in the IT services sector. The study started with a strong theoretical base, proposed hypotheses matching these strategies, and tried to test them by using numbers and statistical procedures. It was found that almost two-thirds of the reason business performance changes in this way is because of these three AI strategies. The rest of the variance, which is 38.2%, might come from the organizational structure, competition in the market, people's satisfaction, or other technologies. The fact that the R-Square is above 0.50 proves that the model matches well and supports the robustness of the analysis (Narkhede, 2018).

RO1: To analyse employee perceptions regarding the impact of AI personalization techniques on business performance

It appears that AI Personalisation Techniques most positively affected business performance, supported by the beta coefficient of 0.564 ($p < 0.001$). Personalised marketing helps companies give clients what they want, increasing both their interest and loyalty. With AI, personalisation can predict what customers will do and allow the company to make wise choices that increase their satisfaction and the company's performance. This study agrees with Pearson (2020) and other studies, as it also points out that personalised marketing is more important in boosting customer experience and conversion rates, which ultimately boosts the success of the organisation.

RO2: To evaluate employee perceptions regarding the influence of AI-powered chatbots on business performance.

AI-Powered Chatbots greatly contributed to the business by increasing its performance, with a beta coefficient of 0.156 ($p = 0.012$). Although chatbots do not have the same effect as personalisation methods, they help companies automate their customer support, especially in the IT sector demanding fast answers and support outside regular working hours. With a beta value, it is evident that chatbots positively affect a company's results, but AI personalisation has more effect. Thanks to their quick and accurate responses, along with links to CRM, chatbots attract a great number of buyers, making them necessary for efficient customer service today.

RO3: To assess employee perceptions regarding the impact of AI-driven marketing automation on business performance.

Having AI-Driven Marketing Automation can increase a company's performance (beta = 0.123, p = 0.018). Although this effect is slight when compared to AI Personalization and Chatbots, it still helps automate marketing and social media duties for companies to focus more on critical areas such as keeping clients and crafting new products. In addition, it provides support for tailored campaigns that can grow, expenses that are manageable, and it keeps track of performance (Kumar & Ashraf, 2023). All-in-all, it can be seen that AI-driven personalization helps the IT services sector enhance its business performance. All these strategies are valuable in creating a reliable marketing plan that motivates customers, improves the organization's efficiency, and increases its success. As Jarek and Mazurek (2019) pointed out, relying on AI technologies simplifies marketing work and lets businesses grow.

Recommendations

The results of this research prove that AI methods make a positive difference in the performance of businesses in the IT services sector. Because of this, organizations in the hospitality industry should focus on applying AI-based marketing practices to boost their workflow and interact better with customers (Jarek & Mazurek, 2019). Of all these tools, AI personalization has turned out to be the biggest factor in achieving better business results. Companies willing to utilize its potential must create systems that can get accurate information about customers from every interaction. To stay useful, martech stacks should be updated on a regular basis to match how customers' preferences evolve (Pearson, 2020; Davenport & Ronanki, 2018).

Besides personalization, using AI chatbots on a larger scale can make customer interactions better. Because they answer at any time and adjust their responses to situations, chatbots make it easier for customers to find answers and improve their time using the service. By implementing NLP technologies these features become more human-like, thus meeting the growing needs of customers (Adamopoulou & Moussiades, 2020; Mikhaylov et al., 2017; Haleem et al., 2022). Just as AI is helpful in other fields, it can be applied to market automation to make regular tasks such as lead generation, email mailings, and handling social media accounts easier. Together with customer relationship management, these tools offer easy data exchange and help create better and more data-based marketing initiatives (Labib, 2024; Bazaman, 2022).

For these technologies to work well, it is important to train employees all the time. With the fast evolution of AI, providing employees with the necessary skills should be done continuously through training so they can make full use of it (Senyapar, 2024; Kumar & Nadeem, 2023). It is necessary for organizations to keep track of important metrics including customer satisfaction, conversion rates, and revenue to make any necessary changes in strategy as soon as possible (Verhoef et al., 2019; MMA Global, 2023). In addition, it is pointed out that research should aim for more even gender representation since only 35.6% of the participants were women. When the respondents come from various gender backgrounds, it becomes possible to see unique gender-related issues and create AI solutions everyone can use. Bringing AI systems and human marketers together is very important as well. Even though AI is good at looking at data and automation, people's thoughts and ideas are important for making successful marketing campaigns. Using AI properly in IT services can motivate customers and make the business grow for a long time (Teece et al., 1997; Surana-Sanchez & Aramendia-Muneta, 2024).

Contribution to Industry

The study increases knowledge in the IT services industry by proving that AI technologies best aid business performance by means of AI personalization, AI-powered chatbots, and AI-driven marketing automation. All in all, technology helps organizations work more efficiently, engage customers better, and perform better in general (Jarek & Mazurek, 2019; Davenport & Ronanki, 2018). It is clear that using AI personalization helps the most, so companies need to use customer data to give customers experiences that they like and stay loyal to (Surana-Sanchez & Aramendia-Muneta, 2024). It is also mentioned that with natural language processing, AI-powered chatbots play a key role in delivering service that customers find more human and responsive (Adamopoulou & Moussiades, 2020). In addition, AI marketing automation helps marketing teams save time, work more efficiently across several clients, and create more effective campaigns with a good return. They give people working in the industry a useful guide for introducing AI technologies in marketing to boost work in both the present and the future (Kumar & Nadeem, 2023).

Limitation of Research

The research done here has some obstacles that should be fixed in upcoming studies. Due to limited time, the researchers looked only at three independent variables: AI personalization techniques, AI-powered chatbots, and AI-driven marketing automation, which together accounted for 61.8% of the results; thus, 38.2% were unaccounted for, and this indicates that more factors should be examined (Jarek & Mazurek, 2019; Davenport & Ronanki, 2018). Second, findings from the study are not representative of the IT services sector, since the research was carried out just with one organization in Malaysia (Surana-Sanchez & Aramendia-Muneta, 2024). Moreover, there were not as many women participating in the study as men, which may have influenced what the results showed, since women and men could see AI differently due to their gender. Therefore, future studies should study many different organizations, businesses, and geographical regions, using bigger, more diverse samples to increase the research's usefulness and allow researchers to make comparisons (Durmus Şenyapar, 2024; Kumar & Nadeem, 2023). Furthermore, relying on strict questionnaires in the quantitative approach, means that the collection of data is structured but may not offer a chance to get into deeper details about employee's feelings on AI marketing (Adamopoulou & Moussiades, 2020). Furthermore, the cross-sectional survey captures only a single point in time, which may not reflect longer-term trends or evolving patterns in AI adoption; thus, longitudinal studies are recommended to better understand the dynamics of AI's influence over time, given continuous technological and market changes (Davenport & Ronanki, 2018; Surana-Sanchez & Aramendia-Muneta, 2024). Future research employing mixed-methods designs could yield richer insights into both short- and long-term impacts of AI-driven marketing strategies, offering a more comprehensive understanding of their implications for business performance (Kumar & Nadeem, 2023; Durmus Şenyapar, 2024).

Future Directions of Research

Studies on AI marketing strategies and their contribution to business success might explore many new fields in the future. Although this study was about AI personalization, chatbots, and marketing automation, further research should address customer satisfaction, data privacy, updates needed by employees, and compatibility with innovations, such as blockchain and virtual reality, to better understand AI in organizations (Durmus Şenyapar, 2024; Davenport & Ronanki, 2018; Kumar & Nadeem, 2023). conducting research on AI in sectors such as information technology, retail, healthcare, or finance could point out both challenges and opportunities in those sectors and enable businesses to select suitable solutions for their markets (Surana-Sanchez & Aramendia-Muneta, 2024; Jarek & Mazurek, 2019). Because using AI for marketing is so dependent on the culture, rules, and tech found in each country or region, having research across cultures is very useful for predicting its results (Adamopoulou & Moussiades, 2020; Surana-Sanchez & Aramendia-Muneta, 2024). Tracking AI's changing role in corporations over the years can help discover what happens due to updates in technology, changes in market factors, and new expectations from customers (Durmus Şenyapar, 2024; Kumar & Nadeem, 2023). By adding qualitative methods to quantitative ones, we can find out more about the factors that influence how people feel about using AI, for example, the culture in an organization, employees' opposition to AI, and how those in charge react to its integration. With this, we would be able to observe the various factors involved and notice AI's influence in various components of company performance (Adamopoulou & Moussiades, 2020). If this type of research is carried out, it will be easier to recognize the effects AI has on performance in various industries, ensuring authorities create the best strategies (Jarek & Mazurek, 2019).

Conclusion

Study aims to see if AI-based approaches in marketing affect the IT services sector by analysing AI Personalization Techniques, AI-Powered Chatbots, and AI-Driven Marketing Automation. The investigation is based on collected data and the usage of the multiple regression statistical method on participants in the IT service sector (Basias & Pollalis, 2018). Therefore, this study claims that relying on AI strategies helps to improve business results. First, AI personalization enhances business performance the most. Then come Chatbots and Marketing Automation, which also make a noticeable difference for the companies in the sector.

In previous research, it has been noticed that using AI in personalization and customer engagement for marketing brings better results for a company. It has been found that AI helps companies improve their customers' experiences, simplify business activities, and therefore perform better (Surana-Sanchez & Aramendia-Muneta, 2024). As a result, what ascertainable information exists about the true

relationship between AI marketing and business performance within the IT services industry is still unknown, as the current research doesn't directly compare such factors (Jarek & Mazurek, 2019).

Apart from identifying important findings in this study, three limitations are noted: using one case and relying on only three types of AI strategies. Because of these weaknesses, researchers can continue their work and study more variables in various aspects of industry. For these reasons, this research enhances learning in this field and underlines how AI-based marketing is necessary for a company's progression (Labib, 2024). In short, to stay ahead and do well, companies must use AI-driven strategies for marketing. Using AI for personalized services, chatbots for efficient talking with clients, and automated marketing will lead to much greater performance and client happiness in the IT industry (Hemalatha, 2023).

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