



A Study to Analyze the Role of Artificial Intelligence in Enhancing Customer Experience in Digital Marketing

I. Allan¹, Dr. Sankar Singh K²

¹MBA, Department of Management Studies, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai – 600117.

²Assistant Professor, Department of Management Studies, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai – 600117.

How to Cite this Article:

Allan, I. (2026). A Study to Analyze the Role of Artificial Intelligence in Enhancing Customer Experience in Digital Marketing. *International Journal of Creative and Open Research in Engineering and Management*, 2(9), 1-9. <https://doi.org/10.55041/ijcope.v2i9.003>

License:

This article is published under the terms of the Creative Commons Attribution 4.0 International License (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author(s) and the source are credited.

© The Author(s). Published by International Journal of Creative and Open Research in Engineering and Management.



OPEN ACCESS



<https://doi.org/10.55041/ijcope.v2i9.003>

Customer experience has become a key differentiator for organisations operating in increasingly digital markets, and Artificial Intelligence (AI) is now widely used to make digital marketing faster, more personalised and more responsive. This study examines the role of AI in enhancing customer experience in digital marketing, with special reference to SSR Compressor Service, an industrial air-compressor sales and service organisation based in Chennai. The study adopts a quantitative, descriptive and analytical cross-sectional research design. Primary data were collected from 31 respondents through a structured questionnaire covering four composite constructs — AI accessibility and use (QTotal), AI-enabled personalisation and interaction (ATotal), responsiveness and convenience (CTotal), and overall customer experience (ETotal) — and analysed using descriptive statistics, Pearson correlation, multiple linear regression, and Cronbach's alpha reliability testing. All four composite measures were positively and significantly correlated with one another ($r = .615$ to $.892$, $p < .001$). A multiple regression of the three predictor composites on overall customer experience was statistically significant, $F(3,27) = 28.626$, $p < .001$, explaining 76.1 percent of the variance ($R^2 = .761$, Adjusted $R^2 = .734$). CTotal (Beta = $.640$, $p < .001$) and ATotal (Beta = $.565$, $p = .022$) emerged as significant unique predictors of customer experience, while QTotal did not retain a significant unique effect once the overlapping variance among the predictors was accounted for. Reliability testing confirmed good internal

consistency across all scales ($\alpha = .730$ to $.869$). The findings suggest that AI can meaningfully enhance digital customer experience when it is implemented as a supporting technology built around personalisation, convenience and responsiveness rather than as a replacement for human interaction, and the study offers practical recommendations for SSR Compressor Service and similar industrial businesses.

Keywords: Artificial Intelligence; Digital Marketing; Customer Experience; Personalization; Chatbots; Customer Engagement; Trust.

1. INTRODUCTION

Digital marketing has become central to modern business because organisations increasingly rely on digital channels to communicate with customers, promote products and services, generate leads, and build long-term customer relationships. It spans search engine marketing, social media marketing, email marketing, online advertising, content marketing, websites, mobile marketing, and customer relationship management. The growth of internet usage, smartphones, social media, and online communication has raised customer expectations for quick responses, relevant information, and personalised experiences across digital channels, allowing businesses to reach customers beyond geographical boundaries while using the resulting data to understand customer interests, preferences, and behaviour.



Artificial Intelligence has emerged as a technology capable of processing large volumes of this data, identifying patterns in customer behaviour, and supporting automated decision-making. AI and machine learning are increasingly used for customer service, data analysis, personalisation, recommendation systems, and marketing automation. Applications include AI-powered chatbots, personalised marketing, customer behaviour analysis, recommendation systems, predictive analytics, automated email marketing, AI-generated content, sentiment analysis, customer segmentation, lead scoring, automated customer support, and targeted digital advertising.

Modern consumers expect brand experiences tailored to their unique preferences and behaviours. AI algorithms meet this demand by analysing real-time user data — browsing histories, social interactions, past purchases, and search intent — to build individualised customer journeys through dynamic micro-segmentation rather than static demographic groups. By leveraging predictive analytics, AI also shifts marketing from reactive tactics to proactive foresight: machine learning models forecast trends, churn, and high-value conversion paths, while AI-driven lead scoring lets sales and marketing teams prioritise high-intent leads and reduce wasted ad spend. Generative AI tools further reshape content creation and search engine optimisation, helping organisations draft and refine marketing assets at scale while adapting to voice and visual search.

At the same time, embedding AI in digital touchpoints raises questions of data privacy, algorithmic bias, and transparency. Consumers increasingly want to know how their data is used for targeted advertising, and marketers who balance AI automation with authentic human empathy and clear ethical standards are best placed to build durable trust. Customer experience (CX) itself — the cumulative perception and emotional connection a consumer forms across every brand touchpoint — has become a primary competitive differentiator, and integrating AI into websites, social media, email, advertising, and real-time chat can turn passive interactions into dynamic, value-driven relationships through 24/7 intelligent support, frictionless omnichannel continuity, and faster response times. Consumer comfort with technology moderates these effects: tech-savvy users tend to value the speed and autonomy AI offers, while less tech-familiar users need intuitive design and clear escalation paths to human support.

For an industrial company such as SSR Compressor Service, these trends create opportunities for automated enquiry handling, personalised product information, lead generation, customer follow-up, and faster digital communication, supporting the company's objective of improving customer service and satisfaction. SSR Compressor Service, part of the SSR Group established in 2011, is an ISO 9001-certified organisation (QMS/2219, QMS/2220) that supplies industrial, screw, reciprocating, oil-free, CNC, and portable air compressors together with supporting equipment — air dryers, chillers, line filters, auto drain valves, FRL units, and VFD panels — and technical services such as element overhauling and motor repair. Its stated objectives of growth and customer satisfaction make it a relevant setting in which to examine whether AI can meaningfully enhance the digital customer experience of an industrial, business-to-business organisation.

2. OBJECTIVES OF THE STUDY

Primary Objective

To analyse the role of Artificial Intelligence in enhancing customer experience in digital marketing, with special reference to SSR Compressor Service — examining whether AI can make digital communication more responsive, convenient, relevant and personalised from the customer's perspective, while considering trust, accuracy, privacy, and the continued need for human assistance.

Secondary Objectives

1. To understand the level of customer awareness regarding Artificial Intelligence in digital marketing.
2. To identify the major AI applications used in digital marketing.
3. To analyse the role of AI-powered chatbots in improving customer communication.
4. To examine the effect of personalisation on customer experience.
5. To analyse the role of AI in improving response speed and convenience.



6. To examine the relationship between AI-based interaction and customer satisfaction.
7. To identify the major factors influencing customer acceptance of AI-based marketing.
8. To identify the challenges associated with AI implementation in customer experience.
9. To evaluate the potential of AI as a hybrid, human-supported customer-service system at SSR Compressor Service.
10. To provide suitable recommendations for improving AI-enabled customer experience at SSR Compressor Service.

3. NEED AND IMPORTANCE OF THE STUDY

- Customers increasingly use digital platforms to search, compare, enquire, and seek support, raising expectations for quick, relevant, accurate and personalised communication.
- Traditional digital marketing channels do not always respond to individual customer requirements, particularly for an industrial business where enquiries vary widely in technical complexity.
- Rising volumes of digital enquiries make it difficult for employees to manually track preferences and prior interactions, creating a need for AI-supported communication that frees staff for complex requirements.
- Understanding whether AI genuinely improves customer experience — rather than simply being available — helps a firm decide where and how to invest in the technology.
- The findings help SSR Compressor Service and similar industrial businesses identify strengths and gaps in their current digital communication and plan realistic AI adoption.
- The study contributes evidence on customer acceptance, trust, and the appropriate balance between automation and human interaction, which remain under-examined for industrial, B2B service organisations.

4. SCOPE OF THE STUDY

The study focuses on the role of Artificial Intelligence in digital marketing and its potential relevance to SSR Compressor Service. It covers AI applications that can influence customer experience, including chatbots, personalisation, recommendation systems, and automated communication, and examines customer awareness, perception, satisfaction, convenience, response speed, accuracy, and engagement as key dimensions of that experience. Primary data were collected from 31 respondents through a structured questionnaire, supplemented by secondary information from research papers, books, articles, company information, and reliable online sources. The study is limited to the selected respondents and the period during which the research was conducted, and it focuses on customer perception and the potential role of AI rather than the technical development or implementation of an AI system for the company.

5. REVIEW OF LITERATURE

5.1 AI-Enabled Service Quality, Trust and Customer Experience

Ameen, Tarhini, Reppel and Anand (2021), using trust-commitment theory and service-quality concepts on 434 responses to an AI-enabled beauty-brand service, found that trust and perceived sacrifice mediate the relationship between convenience, personalisation and AI-enabled service quality on one hand and customer experience on the other, with relationship commitment also exerting a significant effect. Their work establishes that AI-enabled customer experience is shaped as much by trust and convenience as by the underlying technology itself, a view that directly informs the trust and convenience dimensions examined in the present study. Sahut and Laroche (2025), synthesising eleven empirical studies on AI in customer service and strategic marketing, likewise emphasise that AI can support personalised, dynamic communication only where transparency, ethics and a balance between technological efficiency and human-like engagement are maintained.



5.2 Chatbots, Anthropomorphism and User Experience

Ashfaq, Yun, Yu and Loureiro (2020) modelled the determinants of user satisfaction and continuance intention toward AI-powered service agents, showing that customers must perceive a chatbot as useful and reliable before they will keep using it. Blut, Wang, Wunderlich and Brock (2021), in a meta-analysis spanning physical robots, chatbots and other AI, found that anthropomorphism — the extent to which an AI system appears human-like — shapes how customers evaluate service interactions, a finding echoed by Klein and Martinez (2022) in an experimental study of chatbot commerce in the food sector. Følstad and Taylor (2021) analysed chatbot dialogue data directly and identified response relevance and dialogue helpfulness, rather than automation for its own sake, as the key drivers of a satisfactory chatbot experience, while Kvale, Freddi, Hodnebrog, Sell and Følstad (2021), analysing 5,687 customer satisfaction reports, confirmed that satisfaction with service chatbots tracks closely with whether the customer's problem was actually resolved. Sheehan, Jin and Gottlieb (2020) add a caution: chatbot miscommunication reduces customers' intention to adopt the system, underlining that accuracy and clarity of AI responses matter as much as their availability — a point of particular relevance to an industrial company such as SSR Compressor Service, where inaccurate technical information could damage customer confidence.

5.3 Personalisation, Predictive Analytics and AI Strategy in Marketing

Chandra, Verma, Lim, Kumar and Donthu (2022) frame personalisation as the use of customer data to make marketing communication more relevant, noting that it must be balanced against legitimate privacy concerns. Huang and Rust (2021) offer a strategic framework classifying AI into mechanical, thinking and feeling forms that operate across research, segmentation, targeting, positioning and marketing action, showing that AI's contribution to marketing extends well beyond simple automation. Davenport, Guha, Grewal and Bressgott (2020) similarly argue that AI is reshaping the entire marketing process — customer understanding, interaction and decision-making — rather than functioning as an isolated tool, while Chintalapati and Pandey (2022), reviewing 57 publications, categorise AI applications across integrated digital marketing, content marketing, experiential marketing, marketing operations and market research, confirming that AI use cases span the full marketing function rather than customer service alone.

5.4 Consumer Engagement, Adoption and Ethical Considerations

Hollebeek et al. (2024), reviewing 89 studies of consumer engagement with AI technologies, identify increasingly accurate service provision, consumer-perceived value and reduced consumer effort as the central mechanisms linking AI to engagement, alongside personal, technological, interactional, social and situational antecedents. Moriuchi (2019) applies the Technology Acceptance Model to voice assistants and finds that perceived usefulness and ease of use drive consumer engagement and loyalty, a pattern with clear implications for AI adoption more generally. Nguyen, Nguyen, Do and Dam (2026), surveying 179 chatbot users, found that utilitarian and technological benefits increase engagement while perceived privacy risk reduces it, and that engagement raises satisfaction without directly predicting retention — evidence that privacy and trust concerns can offset the gains AI otherwise delivers. Vlačić, Corbo, Costa e Silva and Dabić (2021), reviewing 164 indexed articles, and Peruchini, da Silva and Teixeira (2024), reviewing the intersection of AI and customer experience specifically, both note that AI adoption, ethics, data protection and changing organisational competencies remain under-examined outside a few well-studied sectors such as tourism, banking and e-commerce — a gap the present study addresses by examining an industrial, business-to-business setting.

6. RESEARCH GAP

Prior research has examined AI-enabled service quality, chatbot design, anthropomorphism, personalisation and consumer engagement largely in consumer-facing sectors such as beauty, retail, tourism, banking and e-commerce, and typically in isolation from one another. Comparatively little research examines how these dimensions — AI accessibility, AI-enabled personalisation and interaction, and responsiveness and convenience — jointly explain overall customer experience within a single industrial, business-to-business organisation. There is also limited empirical evidence on how these constructs interrelate statistically (through correlation and regression) for customers of a technical, equipment-based service provider such as SSR Compressor Service, where enquiries can range from



routine product information to complex technical requirements. This study addresses that gap by jointly evaluating AI accessibility, personalisation/interaction and responsiveness/convenience, and their combined influence on overall customer experience, within one industrial service organisation.

7. RESEARCH METHODOLOGY

7.1 Research Design and Approach

The study adopts a quantitative, descriptive and analytical cross-sectional research design. The descriptive component summarises respondent characteristics and composite-variable scores; the analytical component uses Pearson correlation to examine associations and multiple linear regression to estimate the combined and unique contribution of three predictor composites to overall customer experience (ETotal). Cronbach's alpha is used to evaluate the internal consistency of the reported scales. This design suits a topic in which customer-experience perceptions are captured through structured questionnaire items and examined statistically; because the design is cross-sectional, it measures perceptions at one point in time and does not establish change over time.

7.2 Sample Size and Sampling Technique

The study is based on 31 valid respondent observations, with no missing cases across the reported descriptive, correlation, regression and reliability procedures. Respondents were selected using convenience sampling, a practical and economical non-probability technique that may nonetheless introduce selection bias. A sample of 31 is appropriate for an exploratory academic study but small for broad population generalisation; the regression model, with three predictors and 27 residual degrees of freedom, provides adequate information for the reported model but warrants cautious interpretation.

7.3 Questionnaire Design and Data Collection

Primary data were collected through a structured questionnaire organised into item groups — Q1–Q5, A1–A5, C1–C3 and E1–E5 — from which the composite variables QTotal, ATotal, CTotal and ETotal were derived, each measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The recommended thematic structure spans a demographic profile, AI accessibility and use, personalisation and relevance, interaction and responsiveness, trust and transparency, and overall customer experience (the detailed item wording is set out in the Appendix). Secondary information for the literature review was drawn from peer-reviewed research on AI, chatbots, personalisation, digital marketing and customer experience.

7.4 Tools for Data Analysis

The collected data were coded and analysed using: (i) frequency and percentage analysis for demographic variables; (ii) mean and standard deviation for the composite variables; (iii) Pearson correlation to assess the strength and direction of relationships between constructs; (iv) multiple linear regression to determine the combined explanatory power and unique contribution of the QTotal, ATotal and CTotal predictors to ETotal; (v) VIF/tolerance diagnostics to assess multicollinearity; and (vi) Cronbach's alpha to assess internal consistency of each scale.

7.5 Ethical Considerations

- Participation was voluntary, and respondents were informed of the purpose of the study.
- Respondents were not required to disclose unnecessary personal information.
- Confidentiality of individual responses was maintained throughout data collection and analysis.



8. RESULTS AND DISCUSSION

8.1 Demographic Profile of Respondents

Of the 31 respondents, the coded gender variable shows 19 (61.3%) in Category 1 and 12 (38.7%) in Category 2. For education, Category 2 is the largest group with 17 respondents (54.8%), followed by Category 1 with 12 (38.7%) and Category 3 with 2 (6.5%). For occupation, Category 1 accounts for 25 respondents (80.6%), making the sample highly concentrated in one occupational group and limiting comparisons across occupation categories. For income, Category 1 is the largest group at 48.4%, followed by Category 2 at 32.3% and Category 3 at 19.4%. Because the underlying questionnaire coding key was not available, the numerical categories are retained as reported rather than being assigned unsupported labels.

Table 1: Demographic Profile of Respondents (N = 31)

Category	Frequency	Percentage	Cumulative %
Gender – Category 1	19	61.3%	61.3%
Gender – Category 2	12	38.7%	100.0%
Education – Category 1	12	38.7%	38.7%
Education – Category 2	17	54.8%	93.5%
Education – Category 3	2	6.5%	100.0%
Occupation – Category 1	25	80.6%	80.6%
Occupation – Category 2	4	12.9%	93.5%
Occupation – Category 3	2	6.5%	100.0%
Income – Category 1	15	48.4%	48.4%
Income – Category 2	10	32.3%	80.6%
Income – Category 3	6	19.4%	100.0%

8.2 Descriptive Statistics of AI/CX Composite Measures

The four composite measures — QTotal, ATotal, CTotal and ETotal — show closely grouped means ranging from 3.7742 to 3.7871, with standard deviations between .70756 and .77449, indicating broadly similar average response levels and moderate dispersion across measures.

Table 2: Descriptive Statistics of Composite Measures

Composite Variable	Mean	Std. Deviation	N
QTotal	3.7742	.70756	31
ATotal	3.7871	.77276	31
CTotal	3.7849	.74311	31
ETotal	3.7871	.77449	31

8.3 Correlation Analysis

Pearson correlation was used to examine the relationship between each composite construct. All six pairwise correlations are positive and statistically significant at the 1 percent level. The strongest association overall is QTotal–ATotal ($r = .892$); the strongest relationship involving the outcome ETotal is CTotal–ETotal ($r = .841$). QTotal–ETotal is the smallest reported relationship at $r = .615$, though it remains statistically significant. These results indicate substantial shared variance among the constructs, consistent with the view in the literature (Section 5.1) that AI-enabled service quality, personalisation and trust operate together rather than independently.



Table 3: Pearson Correlation Between Composite Variables

Variable Pair	Pearson r	Significance	Interpretation
QTotal – ATotal	.892	$p < .001$	Very strong positive
QTotal – CTotal	.695	$p < .001$	Strong positive
QTotal – ETotal	.615	$p < .001$	Positive
ATotal – CTotal	.765	$p < .001$	Strong positive
ATotal – ETotal	.757	$p < .001$	Strong positive
CTotal – ETotal	.841	$p < .001$	Very strong positive

8.4 Multiple Regression Analysis

A multiple linear regression was run with QTotal, ATotal and CTotal as predictors of overall customer experience (ETotal). The model is statistically significant, $R = .872$, $R^2 = .761$, Adjusted $R^2 = .734$, $F(3,27) = 28.626$, $p < .001$, indicating that the three predictors jointly explain 76.1 percent of the variance in ETotal, with explanatory power remaining substantial after adjustment for the number of predictors.

Table 4: Regression Model Summary and ANOVA

Model Statistic	Value
R	.872
R Square	.761
Adjusted R Square	.734
Std. Error of Estimate	.39927
F (3, 27)	28.626
Sig.	.000

The individual coefficients show that CTotal has the largest positive standardised coefficient ($Beta = .640$, $p < .001$), followed by ATotal ($Beta = .565$, $p = .022$); QTotal is not statistically significant once the other predictors are controlled ($Beta = -.334$, $p = .120$), even though its zero-order correlation with ETotal is positive ($r = .615$). Variance Inflation Factors of 4.898 (QTotal), 6.108 (ATotal) and 2.416 (CTotal) indicate substantial multicollinearity among the predictors, so the difference between QTotal's simple correlation and its regression coefficient reflects overlapping variance rather than a genuine reversal of effect; individual coefficients should accordingly be interpreted with caution.

Table 5: Regression Coefficients and Collinearity Diagnostics

Predictor	B	Beta	t	Sig.	Tol.	VIF
QTotal	-.366	-.334	-1.605	.120	.204	4.898
ATotal	.567	.565	2.430	.022	.164	6.108
CTotal	.667	.640	4.377	.000	.414	2.416
Constant	.496	—	1.176	.250	—	—

The fitted equation is $ETotal = 0.496 - 0.366(QTotal) + 0.567(ATotal) + 0.667(CTotal)$.

8.5 Reliability Analysis

Cronbach's alpha was computed for the overall scale and for each of the four sub-scales. All reported values are .730 or higher, indicating acceptable to good internal consistency. The C and E scales show the highest reliability (.869 each), followed by the Q scale (.842) and the overall five-item scale (.834); the A scale returns the lowest value (.730), which remains acceptable for exploratory research.



Table 6: Comparative Reliability of Scales

Scale	Items	Cronbach's Alpha
Overall	5	.834
Q Scale	5	.842
A Scale	5	.730
C Scale	3	.869
E Scale	5	.869

8.6 Discussion

The results collectively support the study's primary objective of analysing the role of AI in customer experience at SSR Compressor Service. The positive and significant correlations among all four constructs (Section 8.3) reinforce the view established in Section 5 that AI-enabled customer experience is multidimensional — shaped jointly by accessibility, personalisation, responsiveness and trust rather than by any single factor. This mirrors Ameen et al.'s (2021) finding that trust and convenience mediate AI-enabled service quality, and Følstad and Taylor's (2021) conclusion that relevance and helpfulness, not automation alone, drive a satisfactory AI interaction.

The regression results add nuance to this picture. CTotal (responsiveness and convenience) and ATotal (personalisation and interaction) emerge as the constructs with genuine unique explanatory power over overall customer experience, consistent with Chandra et al.'s (2022) and Klein and Martinez's (2022) emphasis on personalisation and interaction quality as decisive factors. QTotal's lack of a significant unique effect — despite a positive zero-order correlation — suggests that simply making AI accessible is not, on its own, sufficient to improve customer experience once the quality of the personalisation and the responsiveness of the interaction are taken into account; this is consistent with Sheehan, Jin and Gottlieb's (2020) warning that availability without accuracy and relevance can even undermine adoption. For an industrial organisation such as SSR Compressor Service, this implies that investment should prioritise the quality and relevance of AI-enabled interactions — accurate technical information, timely responses, and well-targeted recommendations — over simply deploying more AI touchpoints.

9. FINDINGS

1. The study analyses 31 valid responses with no missing cases across the reported procedures.
2. Category 1 is the largest coded gender group, Category 2 the largest coded education group, Category 1 dominates the coded occupation distribution, and Category 1 is the largest coded income group.
3. The four composite measures (QTotal, ATotal, CTotal, ETotal) show closely grouped means, ranging from 3.7742 to 3.7871.
4. All six pairwise correlations among the composite constructs are positive and statistically significant.
5. QTotal and ATotal show the strongest correlation ($r = .892$); CTotal and ETotal show a very strong correlation ($r = .841$).
6. The regression model is statistically significant, $F(3,27) = 28.626$, $p < .001$, with the three predictors jointly explaining 76.1% of the variance in overall customer experience (ETotal).
7. CTotal is the strongest significant predictor of customer experience (Beta = .640), followed by ATotal (Beta = .565); QTotal is not a significant unique predictor ($p = .120$).
8. VIF diagnostics indicate notable multicollinearity among the predictors, particularly for ATotal (VIF = 6.108).
9. All reliability (Cronbach's alpha) values are .730 or higher, indicating acceptable to good internal consistency across scales.
10. Overall, AI-enabled personalisation, interaction and responsiveness appear to matter more for customer



experience than mere accessibility of AI tools.

10. SUGGESTIONS

- Prioritise the quality and relevance of AI-enabled interactions — accurate technical information and well-targeted recommendations — over simply increasing the number of AI touchpoints, given that CTotal and ATotal, not QTotal, drive customer experience.
- Deploy AI chatbots for routine, high-frequency enquiries such as order status and basic product information, while ensuring a clear and easy path to a human representative for technical or complex requirements.
- Use customer data responsibly to build dynamic, relevant personalisation — tailored product recommendations and follow-up communication — rather than static, one-size-fits-all messaging.
- Continuously monitor and refine AI conversation quality, since accuracy and dialogue relevance were shown to matter more than automation itself for customer satisfaction.
- Maintain transparency about how customer data is collected and used, to sustain the trust that underlies AI-enabled customer experience.
- Train customer-facing staff to work alongside AI tools so that automation and human expertise complement rather than compete with one another.
- Conduct periodic customer feedback surveys to track whether AI-enabled digital communication continues to meet evolving customer expectations.
- Pilot AI-based lead scoring and enquiry prioritisation to help the sales team focus on high-intent industrial customers.

11. LIMITATIONS OF THE STUDY

- The small sample size of 31 respondents limits statistical power and the generalisability of the findings.
- Convenience sampling may introduce selection bias into the results.
- The supplied data output does not identify the labels associated with the demographic codes, so demographic categories are reported in coded form.
- The exact wording and response anchors of the original questionnaire were not available for full reproduction.
- QTotal, ATotal, CTotal and ETotal are retained as reported since their precise underlying definitions were not specified in the source data.
- The cross-sectional design captures perceptions at a single point in time and cannot establish long-term or causal effects.
- Elevated VIF values indicate overlapping variance among predictors, requiring cautious interpretation of individual regression coefficients.
- The study is confined to one industrial organisation and may not generalise to other industries or larger firms.

12. CONCLUSION

This study analysed the role of Artificial Intelligence in enhancing customer experience in digital marketing, with special reference to SSR Compressor Service. Based on primary data collected from 31 respondents and analysed using descriptive statistics, Pearson correlation, multiple regression, and Cronbach's alpha, the findings show that AI accessibility, personalisation/interaction and responsiveness/convenience are all positively and significantly correlated with overall customer experience, and that together they explain a substantial share (76.1%) of the variance in customer experience.



Responsiveness/convenience and personalisation/interaction emerged as the strongest unique predictors of customer experience, while mere accessibility of AI tools did not retain a significant independent effect once these were accounted for. This suggests that AI enhances customer experience most effectively when it is implemented around the quality of the interaction it delivers — accurate, relevant and timely communication — rather than around the simple availability of AI-powered channels. For SSR Compressor Service and comparable industrial organisations, this points toward a hybrid model in which AI handles routine, high-volume communication efficiently while human expertise remains available for complex technical requirements, supported by continued attention to data privacy, transparency and trust.

The findings should be interpreted within the limitations of the 31-response sample, convenience sampling, and cross-sectional design. Future research should draw on larger and more representative samples, clearly defined and validated measurement scales, and longitudinal or experimental designs capable of establishing whether AI adoption causally improves customer experience in industrial digital marketing rather than merely correlating with it.

13. REFERENCES

1. Adam, M., Wessel, M., & Benlian, A. (2021). AI-based chatbots in customer service and their effects on user compliance. *Electronic Markets*, 31, 427–445. <https://doi.org/10.1007/s12525-020-00414-7>
2. Cheng, Y., & Jiang, H. (2022). Customer–brand relationship in the era of artificial intelligence: Understanding the role of chatbot marketing efforts. *Journal of Product & Brand Management*, 31(2), 252–264. <https://doi.org/10.1108/JPBM-05-2020-2907>
3. Abdelkader, A. (2023). ChatGPT's influence on customer experience in digital marketing: Investigating the moderating roles. *Heliyon*, 9(8), e18770.
4. Sahut, J.-M., & Laroche, P. (2025). Using artificial intelligence (AI) to enhance customer experience and to develop strategic marketing: An integrative synthesis. *Computers in Human Behavior*, 108684. <https://doi.org/10.1016/j.chb.2025.108684>
5. Peruchini, D., da Silva, R., & Teixeira, S. (2024). Between artificial intelligence and customer experience: A literature review on the intersection. *Discover Artificial Intelligence*. <https://doi.org/10.1007/s44163-024-00105-8>
6. Usability and responsiveness of artificial intelligence chatbot on online customer experience in e-retailing. (2021). *International Journal of Retail & Distribution Management*, 49(11), 1512–1531. <https://doi.org/10.1108/IJRDM-08-2020-0312>
7. The role of chatbots in enhancing customer experience: Literature review. (2022). *Procedia Computer Science*, 203, 432–437. <https://doi.org/10.1016/j.procs.2022.07.057>
8. Customer experience in digital transformation: The influence of intelligent chatbots toward a sustainable market. (2025). *International Journal of Innovation Science*, 17(4), 803–823. <https://doi.org/10.1108/IJIS-06-2024-0148>
9. Trust in the chatbot: A semi-human relationship. (2023). *Future Business Journal*. <https://doi.org/10.1186/s43093-023-00288-z>
10. The role of AI-driven chatbots in enhancing sustainable customer service: A survey-based study on consumer perceptions. (2026). *Journal of Innovation and Entrepreneurship*.