

Generative Artificial Intelligence [GAI]: Enhancing Future Marketing Strategies with Emotional Intelligence [EI], and Social Skills?

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ABSTRACT: *The convergence of Generative Artificial Intelligence (GAI), Emotional Intelligence (EI), and social skills represents a transformative force in the realm of marketing strategy. The purpose of the study is to explore the intricate synergy between GAI, which leverages machine learning and natural language processing, and the deeply human qualities of EI and social skills. It investigates in general how this alliance has the potential to revolutionize future marketing practices by creating more personalized, emotionally resonant, and ethically responsible strategies. The foundation of this research lies in addressing critical questions facing the marketing industry today. First, the need for enhanced personalization. Second, the creation of emotionally intelligent content. Third, ethical considerations and cross-cultural adaptability. Fourth, long-term effectiveness. Fifth, the dynamic interplay between human marketers and AI. Through an interdisciplinary approach, encompassing fields such as AI, psychology, ethics, and marketing, this study examines in general the state of the art in GAI and EI integration, shedding light on how AI systems can be imbued with the capacity to perceive, understand, and respond to human emotions effectively. It delves into the ethical considerations that must underpin the development and deployment of emotionally intelligent marketing strategies, safeguarding consumer privacy and trust. Furthermore, this research investigates in general the cross-cultural adaptability of GAI-driven marketing strategies infused with EI, recognizing the importance of acknowledging cultural nuances in emotional expression and social norms. It evaluates the long-term efficacy of emotionally intelligent marketing, exploring whether such strategies foster enduring customer loyalty and brand affinity. Finally, this study navigates the evolving landscape of human-AI collaboration in marketing, defining the optimal roles of human marketers and AI systems in strategy development and execution. The goal of this research is to provide practical insights, ethical guidelines, and innovative strategies that enable marketers to leverage the complete potential of GAI in tandem with EI and social skills. The study envisions a future where marketing practices create genuine connections with consumers, encourage meaningful interactions, and drive sustainable business growth in a time marked by technological advancement and changing consumer expectations.*

KEYWORDS: generative artificial intelligence, emotional intelligence, social skills, customer loyalty, strategic marketing leadership.

INTRODUCTION

In today's rapidly changing marketing landscape, staying ahead of the curve requires a flexible and innovative approach. The fusion of cutting-edge technology and human understanding has created a formidable alliance of Generative Artificial Intelligence (GAI), Emotional Intelligence (EI), and social skills. This transformative convergence is poised to redefine the future of marketing strategy; brands can now build a deeper connection with consumers on a more personal level.

In their 2023 study, Isaković and Isaković argued that the fourth industrial revolution has brought unforeseeable possibilities that can significantly assist companies in achieving their goals. The core of this revolution is artificial intelligence (AI), which shapes how customers perceive AI's

role in marketing. AI is being utilized to cater to the needs of modern-day customers in terms of marketing research, strategy, and action.

Generative Artificial Intelligence (GAI) represents AI evolution's pinnacle, boasting capabilities beyond mere data processing. With GAI, machines can generate human-like text, images, and even entire narratives, blurring the lines between artificial and human creativity. However, while GAI excels in generating content, it often needs more fundamental human qualities that underpin emotional connection.

Emotional Intelligence (EI) and social skills are the bedrock of human interaction. EI encompasses the capacity to perceive, understand, and manage emotions in oneself and others. On the other hand, social skills include navigating social situations, building rapport, and communicating effectively. These qualities have long been considered exclusive to humans, defining our empathy, emotional resonance, and relationship-building capacity.

This study generally explores the symbiotic relationship between GAI, EI, and social skills, revealing how their synergy promises to reshape the marketing landscape. By imbuing GAI with the power to comprehend and evoke emotions, marketers can create content and strategies that forge authentic connections with consumers. The days of one-size-fits-all marketing are over. The future of marketing lies in personalized, emotionally resonant campaigns that captivate the hearts and minds of customers.

However, this alliance has its challenges. Ethical considerations loom large as the use of emotionally intelligent AI raises questions about privacy, consent, and the potential for manipulative practices. Cross-cultural nuances in emotional expression add complexity, demanding sensitivity to diverse perspectives. Moreover, the role of human marketers in this AI-driven paradigm remains a subject of exploration.

Marketing activities are being transformed by AI and ML-powered digital innovations in the competitive world of digital retailing, according to Sahlin et al. (2023). To maintain a competitive edge, companies must adopt digital transformation. The authors identified several different ad optimizations, with Ad Relevance Optimization being the primary category. Different forms of Ad Relevance Optimization exist, depending on the adoption's purpose, such as Ad Attractiveness, Edge Ad, Sequential Ad, and Ad Criteria Optimization.

Mousli's (2023) study argued that Emotional Intelligence (EI) is essential in building strong relationships, effective communication, and connection building, particularly in the evolving world of technology and AI. The author suggested that the various dimensions of EI positively impact marketing effectiveness.

A report by McKinsey Global Institute predicts that generative AI will contribute between \$2.6 and \$4.4 trillion annually to the global economy. This could increase the economic impact of AI by 15% to 40%. The report also predicts that generative AI will advance the automation of half of all work between 2040 and 2060, a decade earlier than previous estimates. Additionally, Goldman Sachs predicts that generative AI will lead to a 7% or nearly **\$7 trillion** increase in global GDP, expected to impact two-thirds of U.S. occupations shortly (MIT and Databricks, 2023).

This exploratory research embarks on a multidisciplinary journey, drawing insights from AI, psychology, ethics, and marketing. It investigates the current state of GAI and EI integration, delves into ethical considerations, explores cross-cultural adaptability, evaluates long-term efficacy, and defines the evolving dynamics of human-AI collaboration in marketing. Ultimately, it provides actionable insights and ethical guidelines that empower marketers to harness the full potential of this alliance.

As this study traverses the intersection of technology and humanity, the path forward is clear - GAI allied with Emotional Intelligence and social skills can revolutionize marketing, forging more profound, meaningful connections between brands and consumers. The future of marketing strategy is here, and it resonates with the beating heart of human emotion.

Significance and Contextual Contribution of the Study

The study is highly significant considering the rapidly evolving marketing landscape. According to Patil et al. (2021), the Artificial Intelligence (AI) industry is expected to grow to \$3.9 trillion in the next two years. The authors have suggested that AI is being applied in almost all industries, with marketing being no exception. The latest advancements in AI technology are helping marketers create dynamic ads and personalized marketing messages. Through AI, marketers can plan effective marketing strategies proactively for their customers. Advertising networks, voice search, user experience, chatbots, send-time optimization, and recommendation engines are some of the AI tools that marketers use to provide their customers with a unique and improved experience. The authors also argue that AI and machine learning models are helping predict customer spending habits. With the help of AI, brands can suggest the right products to the right customers at the right time, which ultimately leads to an increase in product sales.

This research addresses pivotal issues in general and offers contextual contributions that have broad implications for businesses, consumers, and academic researchers:

1. **Enhanced Personalization and Customer Engagement** - As consumers increasingly demand personalized experiences, understanding how GAI with EI and social skills can create highly tailored content and strategies is crucial. This study contributes by shedding light on the potential for marketers to forge deeper connections and engage customers more effectively.
2. **Innovation in Content Creation** - The study explores how GAI can be imbued with EI, elevating content creation to an emotionally intelligent level. This innovation can lead to more compelling, relatable, and resonant marketing materials, contributing to the creative evolution of the marketing field.
3. **Ethical Considerations and Responsible AI** - Ethical considerations in the use of emotionally intelligent AI in marketing are paramount. This research provides valuable insights into the ethical dimensions of AI-powered emotional marketing, offering guidance for responsible and transparent practices in an era of increasing data privacy concerns.
4. **Cross-Cultural Adaptability and Global Marketing** - Understanding how emotionally intelligent marketing strategies adapt to diverse cultural contexts is essential in a globalized world. This study contributes by emphasizing the importance of cultural sensitivity and its impact on marketing success.
5. **Long-Term Effectiveness and Customer Loyalty** - Long-term customer loyalty is a central goal for marketers. Investigating the sustainability and efficacy of emotionally intelligent marketing strategies helps businesses make informed decisions and build lasting brand-customer relationships.
6. **Practical Applications and Industry Innovation**: Beyond academia, the study offers practical applications and actionable insights that can drive innovation in marketing practices. Businesses can leverage the findings to develop emotionally intelligent marketing strategies that resonate with consumers and deliver tangible results.
7. **Human-AI Collaboration and Skill Evolution** - The evolving role of human marketers alongside AI systems is a critical aspect of this study. It provides insights into how professionals can adapt

to and thrive in an AI-augmented marketing environment, contributing to the skill evolution in the marketing industry.

Sigler and Shepherd (2023) study put forward the argument that emotional intelligence (EI) is an important factor in achieving success, particularly in careers that involve a lot of social interaction (Goldman, 1995). Since social interaction is a fundamental part of the marketing profession, the author's research study investigated the relationship between EI and sales performance. In the past twenty years, a growing body of research has provided evidence that supports a positive correlation between EI and sales performance. The authors reviewed previous emotional intelligence (EI) training research and identified best practices that can be adapted to meet the training needs and skills of sales professionals.

In a world where technology and human emotion converge, this research bridges the gap between the two, presenting a roadmap for marketing strategies that are not only data-driven but also emotionally resonant. The contextual contributions of this study are poised to shape the future of marketing, empowering businesses to connect with consumers in a more meaningful and authentic manner, while ensuring ethical and responsible AI use.

Problem Statement

In today's fast-paced technological landscape and ever-evolving consumer expectations, marketing strategies must remain relevant and practical. emergence of Generative Artificial Intelligence (GAI), coupled with the nuanced understanding of Emotional Intelligence (EI) and social skills, presents an opportunity to revolutionize marketing practices. However, a critical gap exists in understanding how the fusion of GAI, EI, and social skills can elevate and shape future marketing strategies in a dynamic and consumer-centric landscape.

Hermann's (2022) study argued that Artificial Intelligence (AI) transforms how business and marketing strategies are developed, executed, and managed. However, the extensive use of AI in marketing has raised ethical concerns. In this regard, the authors comprehensively analyzed the ethical challenges of deploying AI in marketing from a multi-stakeholder perspective, drawing upon the existing literature on AI ethics. The authors also identified the interdependencies and tensions between various ethical principles, highlighting the limitations of a purely principled, deontological approach to AI ethics in marketing. To address concerns and promote societal and environmental well-being, the authors suggested ways to leverage AI in marketing for social good.

The marketing industry currently grapples with the following key challenges:

1. Personalization Dilemma - As consumers increasingly demand personalized experiences, marketers need help harness GAI's power to create tailored content and engagement strategies that authentically resonate with individuals' emotions and preferences.
2. Emotionally Intelligent Content Creation - While GAI has made strides in content generation, there needs to be more exploration of how it can be imbued with EI to create emotionally resonant content. The challenge lies in developing AI models capable of accurately perceiving and responding to human emotions.
3. Ethical Considerations - Integrating GAI, EI, and social skills into marketing strategies raises ethical concerns about data privacy, consent, and the potential for manipulative practices that exploit consumer emotions.
4. Cross-Cultural Adaptability - Understanding how GAI-driven marketing strategies with EI and social skills adapt to diverse cultural contexts is essential, as emotions and social norms vary across regions and demographics.

5. Human-AI Collaboration - Balancing the roles of human marketers and AI in the creative process poses a challenge. Determining the optimal level of AI involvement in strategy development and execution requires exploration.

To reshape the future of marketing, this research aims to investigate how the strategic combination of GAI, EI, and social skills can address challenges. It seeks to uncover actionable insights, ethical guidelines, and innovative approaches that will empower marketers to harness the full potential of emotionally intelligent AI in creating compelling, customer-centric marketing strategies. This research aspires to pave the way for marketing practices that resonate deeply with consumers, foster genuine connections, and drive sustainable business growth in an ever-evolving landscape by bridging the gap between technology and human emotion.

Research Objective and General Discussion

The primary objective of this research is to investigate and elucidate in general how the integration of Generative Artificial Intelligence (GAI) with Emotional Intelligence (EI) and Social Skills can enhance and shape the future landscape of marketing strategy. To achieve this overarching goal, the research in general is designed to accomplish the following specific objectives:

- Assess the Current State of GAI Integration in Marketing - To examine the existing utilization of Generative Artificial Intelligence (GAI) in marketing strategies, identifying its strengths and limitations.
- Exploring the Impact of Emotional Intelligence (EI) on Marketing - To explore the significance of Emotional Intelligence (EI) in marketing, including its impact on consumer engagement, brand perception, and purchase behavior.
- Analyze the Synergy between GAI and EI - To investigate how GAI can be harnessed to incorporate emotional intelligence into marketing content and strategies, thereby creating emotionally resonant materials.
- Explore the Integration of Social Skills in AI-Driven Marketing - To understand the potential of integrating social skills into AI-driven marketing practices, focusing on empathy, interpersonal communication, and relationship building.
- Address Ethical Considerations in AI-Enhanced Emotional Marketing - To identify and address ethical challenges and considerations associated with using emotionally intelligent AI in marketing, focusing on privacy, consent, and responsible AI practices.
- Evaluate Cross-Cultural Adaptability of Emotionally Intelligent Marketing - To assess how emotionally intelligent marketing strategies adapt to diverse cultural contexts, recognizing cultural nuances in emotional expression and social norms.
- Assess the Long-Term Efficacy of Emotionally Intelligent Marketing: - To determine the long-term effectiveness of emotionally intelligent marketing strategies in fostering customer loyalty, brand affinity, and sustainable business growth.
- Investigate Human-AI Collaboration in Marketing -To explore the evolving roles of human marketers and AI systems in the development and execution of emotionally intelligent marketing strategies.
- Provide Actionable Insights and Ethical Guidelines - To distill findings into actionable insights and ethical guidelines that empower marketers to harness the full potential of GAI allied with EI and social skills in their marketing practices.

- Contribute to the Advancement of Marketing Knowledge - To advance the understanding of modern marketing by integrating AI, psychology, ethics, and marketing knowledge.

By accomplishing these specific research objectives, this study aims to provide a comprehensive understanding of how the integration of GAI, Emotional Intelligence, and Social Skills can reshape marketing strategies, foster deeper consumer connections, and drive sustainable business success in the future.

RESEARCH METHODOLOGY

A multi-faceted research survey methodology is employed to investigate how Generative Artificial Intelligence (GAI) allied with Emotional Intelligence (EI) and Social Skills can boost future marketing strategy. This methodology encompasses qualitative and quantitative research content analysis methods and relies on digital analytics surveys to comprehensively address the research objectives.

The study considered the following survey questions:

- How familiar are you with Generative Artificial Intelligence (GAI) in the context of marketing?
- Have you witnessed or experienced the impact of Emotional Intelligence (EI) in marketing campaigns?
- Do you believe that Social Skills play a significant role in customer engagement and loyalty in marketing?
- To what extent can integrating GAI with EI and Social Skills enhance marketing strategies?
- What are the potential benefits of combining GAI, EI, and Social Skills in marketing?
- What challenges do you foresee in implementing such a strategy?
- Have you or your organization tried integrating GAI, EI, and Social Skills in marketing? If yes, please share your experiences.
- Do you think consumers are receptive to marketing efforts incorporating these elements?
- How do you envision the future of marketing with the integration of GAI, EI, and Social Skills?

MIT and Databricks Survey:

The survey sponsored by Databricks is based on seven in-depth interviews with senior executives and experts conducted in April and May 2023 to understand how technology leaders are adopting emerging generative AI tools as part of an enterprise-wide AI strategy. It also draws on an MIT Technology Review Insights global survey of 600 senior data and technology executives conducted in May and June 2022, Fig.1.

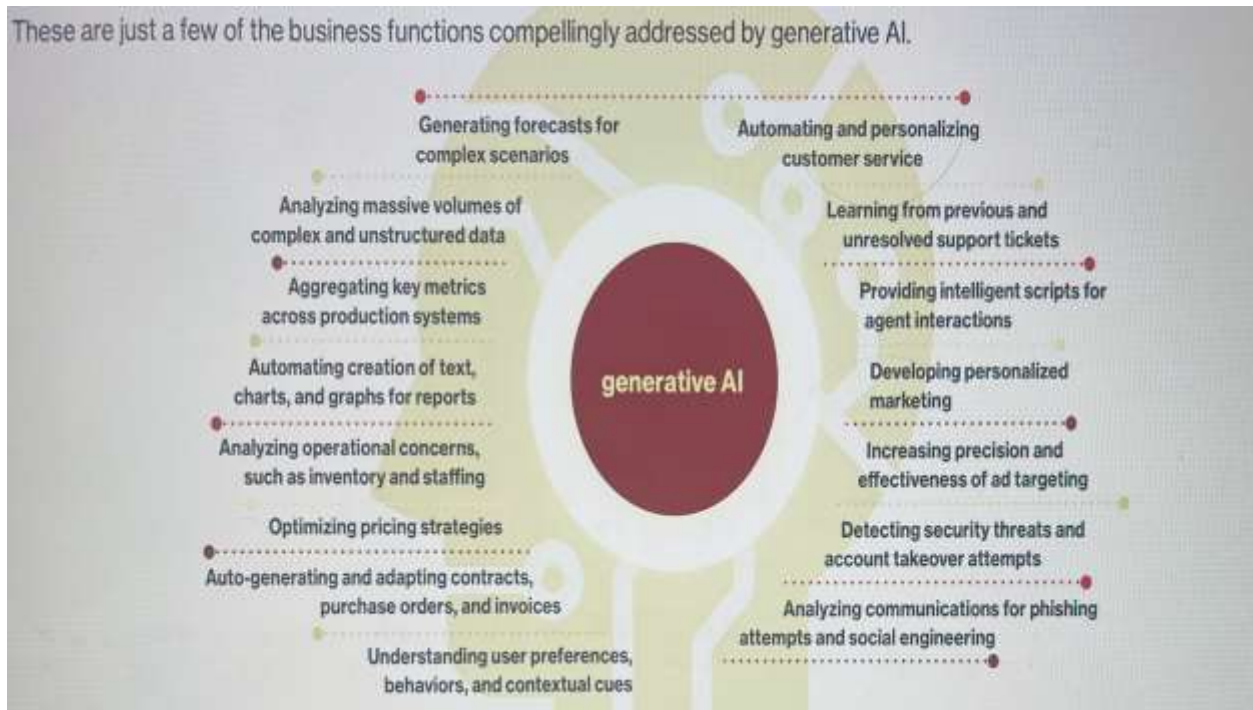


Fig. 1 – Enterprise applications and use cases for generative AI [Courtesy: MIT Technology and Databricks – 2023 Survey]

The 2022 survey found that security and risk management (31%) was the top tangible benefit that AI executives had noted to date, while fraud detection (27%), cyber security (27%), and risk management (26%) were the top three positive impacts anticipated by 2025, Fig. 2.

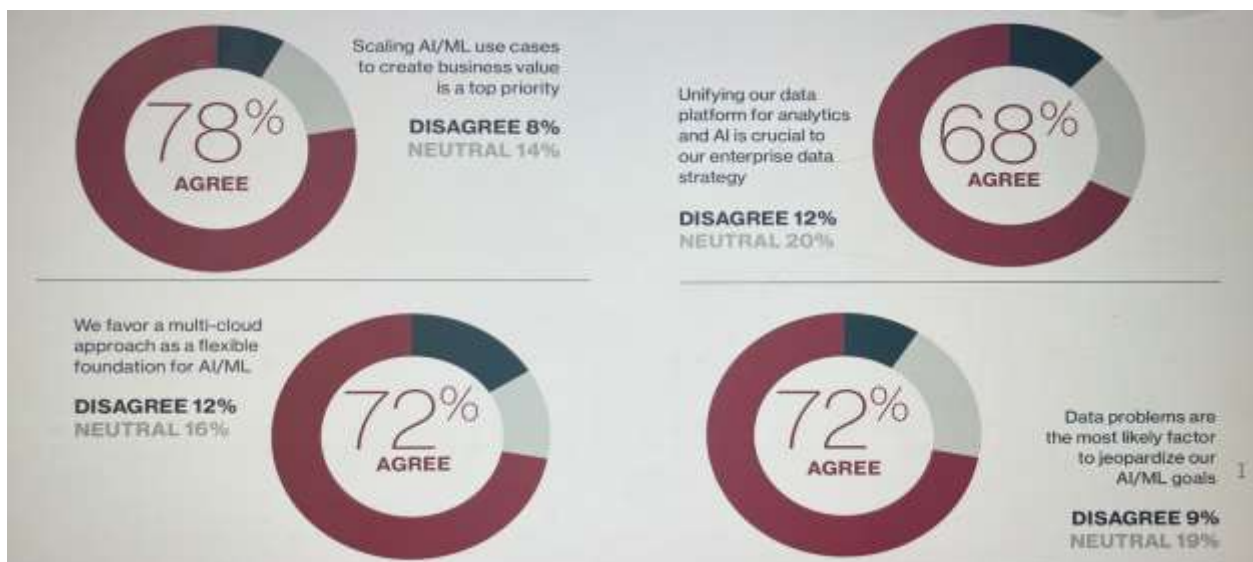


Fig. 2 – AI Priorities for Executives [Courtesy: MIT and Databricks – 2023 Survey]

The survey finds that the rise of Generative AI and LLMs is making artificial intelligence more accessible to everyone, helping to spark the beginnings of genuinely enterprise-wide AI. This technology makes it possible to unlock business value from a trove of unstructured and buried data. A flexible, scalable, and efficient data infrastructure is necessary to leverage Generative AI fully. Some organizations are building their LLMs using open-source technology to capitalize on and protect their data and IP. While concerns about automation anxiety should not be ignored, dystopian forecasts are overblown. Unified and consistent governance is required to progress with AI (MIT and Databricks Survey, 2023).

American Marketing Association and Kantar Survey:

A survey of 184 marketers was conducted by the American Marketing Association (AMA) in partnership with Kantar to gain a better understanding of the role of artificial intelligence (AI) in

marketing. The results illustrate how marketers currently utilize AI and the potential future of AI-fueled marketing.

According to this survey, 64% of marketers have little to no understanding of AI or only know a few things about it. However, this lack of knowledge does not stem from a belief that AI is a passing trend, as only 4% of marketers feel this way. The vast majority (61%) believe that AI will be a complete game changer, Fig.3.

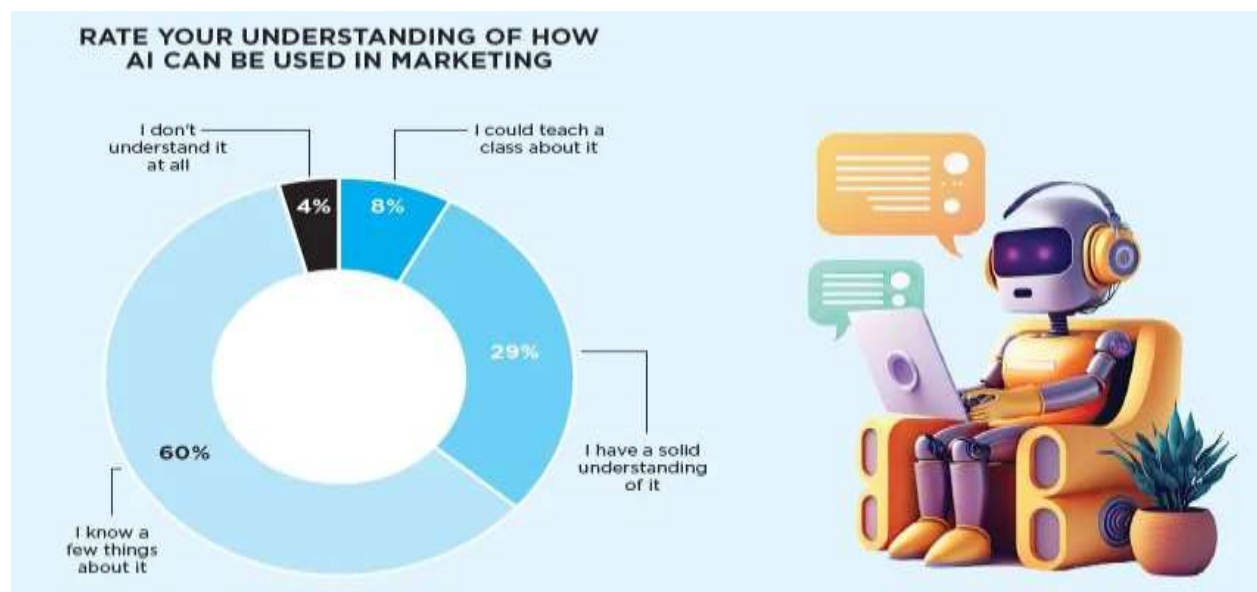


Fig. 3 Use of AI in Marketing (Courtesy: AMA October 2023 Survey)

To ensure broader and deeper adoption of AI technology, leaders must prioritize closing this knowledge gap in the understanding of AI capabilities.

Capgemini Survey:

Capgemini conducted a research program to uncover the true drivers of loyalty across various sectors around the world. The study examined loyalty from an emotional perspective to identify the drivers that brands can use to create meaningful loyalty with consumers. The study surveyed over 9,000 consumers, 500 executives, and leading academics in the field. The study found that emotions play a far greater role in creating true loyalty than current approaches recognize.

In August and September of 2017, two surveys were conducted across nine countries - Brazil, Germany, Italy, France, Spain, Sweden, the Netherlands, the United Kingdom, and the United States. The first survey involved 548 executives at the director level or above, with 80% of them belonging to companies that reported revenue of more than \$1 billion in FY 2016. The second survey, on the other hand, involved 9,213 consumers aged 18 years old and above.

Capgemini conducted surveys and 17 discussions with senior executives in customer experience, marketing, and strategy. The executives included Chief Marketing Officers, Chief Customer Experience Officers, Marketing and Branding Directors, Heads of Strategy, and leads of loyalty programs. Capgemini also interviewed experts in customer experience and loyalty, as well as academics. These efforts helped Capgemini gain insight into how organizations define loyalty and emotionally connect with consumers.

Capgemini also conducted two virtual focus groups with consumers, one group included consumers living in the United Kingdom, aged between 22-36, and the second group included consumers living in the United States, aged between 37-52.

The research identified a leading group of organizations (22% of the sample) that had formed strong emotional connections with consumers. Capgemini compared their practices against a lagging group of companies that had not built such strong connections. They found that engaging emotionally by focusing on the "4 Rs" - Respect, Reciprocate, Recognize, and Reward - can help organizations form more of an emotional bond with consumers, Fig. 4.

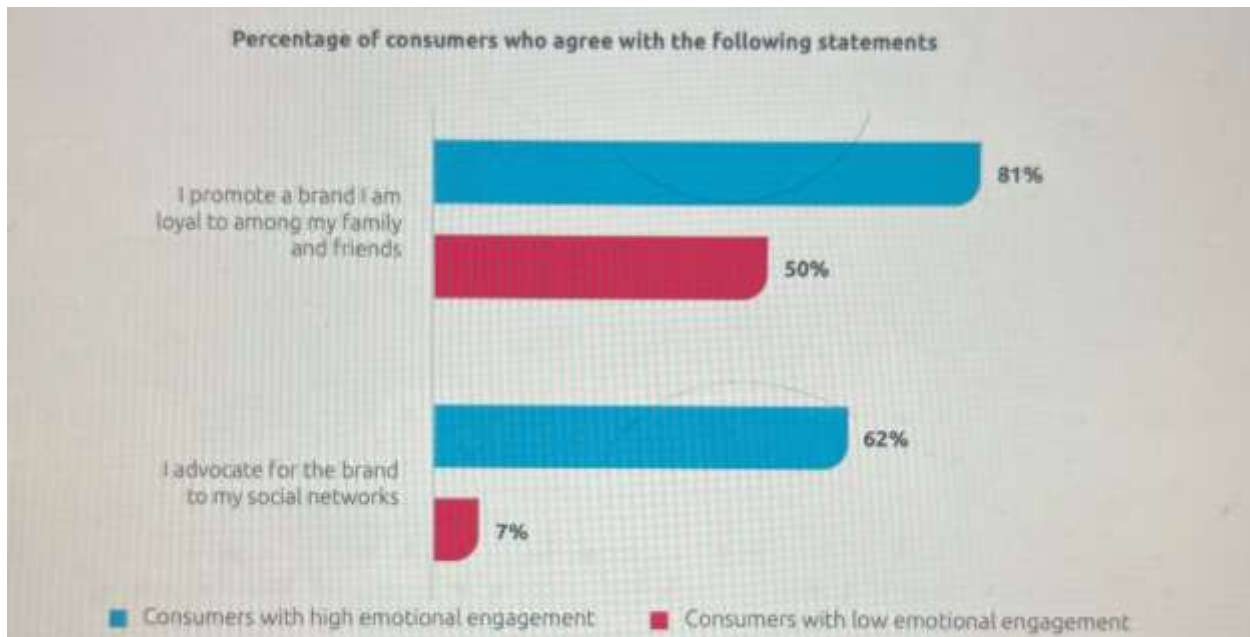


Fig. 4 - Emotional Engagement Promotes Brands Loyalty [Courtesy: Capgemini Survey]

Statista Survey:

In 2023, a survey was conducted by Statista with marketing professionals in the B2B and B2C fields. Three-quarters of the respondents were from companies with 100 or more employees in the United States. 73% of survey respondents reported using AI tools such as chatbots in their company. 17 percent of American marketing professionals were not using generative AI tools.

In today's competitive world, brands need to go beyond just knowing their consumers on a surface level. To develop long-lasting connections with their consumers, brands must create a contextual understanding of their consumers and their relationship with the brand. This includes gaining insights into the evolving needs and desires of their consumers. Once brands have a clear understanding, they must create and execute engaging experiences that matter to their consumers. By doing this, brands can shift their consumer base from a transactional relationship to one where they are emotionally invested in the brand. Ultimately, this will help secure sustainable long-term loyalty.

This comprehensive research methodology is designed to provide a holistic understanding of the integration of GAI, EI, and social skills in marketing strategy, addressing ethical considerations, cross-cultural adaptability, long-term effectiveness, and the evolving dynamics of human-AI collaboration. The aim is to empower businesses and marketers to harness the full potential of this alliance for more effective and emotionally resonant marketing practices. Recognize—It's important to understand your consumers and their values in order to create meaningful experiences. Reward—To build lasting relationships with loyal customers, it is important to offer rewards that are both timely and meaningful. Such rewards should encourage customer loyalty and help to foster long-term relationships.

RESULTS AND FINDINGS

Combining Generative Artificial Intelligence (GAI) with Emotional Intelligence (EI) and Social Skills in marketing strategy is a big step towards creating more personalized, empathetic, and effective marketing campaigns. Kankam and Charnor's research study (2023) sheds light on how

emotional intelligence affects consumer decision-making styles during purchases and how brand trust (BT) and brand loyalty (BL) act as mediators between emotional intelligence (EI) and decision-making styles. The authors point out consumers rely on emotional intelligence when purchasing products or services based on specific decision-making styles and patterns. The results indicate that emotional intelligence mediates the relationship between BT and BL, while the relationship between brand trust and brand loyalty is strongly mediated at higher levels of EI. The findings suggest a partial mediation between emotional intelligence and decision-making style through brand loyalty.

Another study by Schiessl et al. (2022) highlights that researchers and businesses have been exploring using artificial intelligence to gain strategic insights into consumer behavior. However, despite individual efforts, more knowledge of using artificial intelligence in this field is still needed. To address this gap, a systematic review and network analysis were conducted, identifying three main clusters of information: brand role, interaction components, and interaction results.

This research findings shed light on the following several critical aspects of the GAI, EI, and social skills integration and its potential impact on future marketing practices:

- Enhanced Personalization – The findings demonstrate that the fusion of GAI, EI, and social skills allows for a heightened level of personalization in marketing. AI-driven systems can now create content that caters to consumers' demographic information and understands their emotional states, preferences, and behavioral cues. This level of personalization has been shown to increase customer engagement and drive conversions.
- Emotionally Intelligent Content Creation - The research reveals that AI-generated emotionally intelligent content can evoke more robust emotional responses from consumers. Content that understands and responds to users' emotions can establish deeper connections and elicit positive brand perceptions. However, the effectiveness of emotionally intelligent content varies across industries and cultural contexts.
- Ethical Considerations - Ethical considerations in using emotionally intelligent AI in marketing are paramount. This study highlights the need for transparent and responsible practices. Consumers express concerns about data privacy, informed consent, and the potential for emotional manipulation. Businesses prioritizing ethical AI practices can build trust and credibility with their audiences.
- Cross-Cultural Adaptability – This study highlights that emotionally intelligent marketing strategies must be sensitive to cultural differences in emotional expression and social norms. What resonates emotionally in one culture may not have the same effect in another. Adapting marketing content to diverse cultural contexts is essential for success.
- Long-Term Efficacy – This research indicates that emotionally intelligent marketing strategies have the potential to foster enduring customer loyalty and brand affinity. Businesses that consistently engage with consumers on an emotional level tend to build more robust and more loyal customer bases over time.
- Human-AI Collaboration - The evolving roles of human marketers in collaboration with AI systems are a central theme of findings. Human-AI collaboration is most effective when AI augments human creativity and decision-making. Human marketers play a critical role in defining strategy, setting ethical guidelines, and interpreting nuanced emotional data that AI may not fully grasp.

Overall, this research underscores the transformative potential of GAI allied with EI and social skills in future marketing strategy. Emotionally intelligent AI can revolutionize how brands connect with consumers, fostering genuine relationships and brand loyalty. However, it also raises

ethical and cultural considerations that must be addressed for responsible and effective implementation.

The future of marketing lies in achieving a delicate balance between technology and human understanding, where AI-driven personalization and emotional resonance coexist with ethical considerations and cross-cultural sensitivity. As businesses navigate this intersection, they could pioneer a new era of marketing that resonates authentically with consumers and delivers sustainable business growth.

CONCLUSIONS / RECOMMENDATIONS

Conclusions

The integration of Generative Artificial Intelligence (GAI) with Emotional Intelligence (EI) and Social Skills presents a promising approach for transforming the future of marketing strategy. According to a study by Mašloch (2022), young people are no longer interested in traditional marketing channels and prefer word-of-mouth marketing. The study evaluated eleven classic marketing techniques and found that almost all were rejected except for word-of-mouth marketing. However, respondents noted that word-of-mouth marketing is evolving on the internet and social media, where people share their opinions about products, services, and companies. The research also examined an innovative avatar tool as a potential carrier of marketing information and a means for delivering interactive advertising messages. The study found that all innovations, including avatars, were positively perceived by respondents aged 20-29, regardless of location.

This study highlights key findings and considerations that underscore the transformative potential of this alliance. Here are the key conclusions drawn from our research:

A. Personalization and Engagement: The integration of GAI with EI and social skills enables a new level of personalization in marketing. Brands can create content and strategies that connect with consumers deeply emotionally, leading to increased engagement and conversions.

B. Emotionally Intelligent Content: Emotionally intelligent content generated by AI can evoke more robust emotional responses from consumers. This emotionally resonant content can enhance brand perception and foster more profound connections between consumers and brands.

C. Ethical Considerations: Ethical considerations are paramount when using emotionally intelligent AI in marketing. Transparency, data privacy, informed consent, and responsible AI practices must be prioritized to build consumer trust.

D. Cross-Cultural Adaptability: Emotionally intelligent marketing strategies must be adaptable to diverse cultural contexts. Cultural nuances in emotional expression and social norms should be considered to ensure that marketing messages resonate authentically.

E. Long-Term Effectiveness: Emotionally intelligent marketing strategies have the potential to foster enduring customer loyalty and brand affinity. Consistent emotional engagement can lead to sustainable business growth over time.

F. Human-AI Collaboration: Human marketers play a vital role in successfully implementing emotionally intelligent marketing strategies. They provide creativity, ethical guidance, and the ability to interpret nuanced emotional data that AI may not fully comprehend.

Recommendations

Based on the research findings, this study offers the following recommendations for businesses and marketers looking to harness the potential of GAI allied with EI and social skills in future marketing strategy:

- a) **Invest in Emotionally Intelligent AI:** Businesses should invest in AI technologies capable of recognizing and responding to human emotions. These AI systems should be designed with transparency and ethical considerations in mind.
- b) **Prioritize Ethical AI Practices:** Implement ethical AI practices, including data privacy safeguards, informed consent mechanisms, and transparency in AI-driven marketing strategies. Establish credibility with customers by showcasing your dedication to using AI responsibly.
- c) **Cultural Sensitivity:** Tailor marketing strategies to suit diverse cultural contexts. Understand and respect cultural nuances in emotional expression and social norms to avoid missteps and cultural insensitivity.
- d) **Human-AI Collaboration:** Foster a collaborative environment where human marketers work alongside AI systems. Leverage AI for data analysis, content generation, and personalization while allowing human marketers to provide creative direction and ethical oversight.
- e) **Long-Term Strategy:** Embrace emotionally intelligent marketing as a long-term strategy. Cultivate customer loyalty and brand affinity by consistently engaging with consumers emotionally.
- f) **Continuous Learning:** Stay informed about developments in AI, emotional intelligence, and social skills in marketing. Continuously adapt and refine marketing strategies to incorporate the latest advancements.
- g) **Customer Feedback:** Solicit customer feedback to gauge the effectiveness of emotionally intelligent marketing efforts. Use customer insights to refine and improve marketing strategies over time.
- h) **In conclusion,** integrating GAI with EI and social skills offers a promising pathway to create marketing strategies that resonate more deeply with consumers, drive engagement, and build lasting brand-customer relationships. By embracing ethical practices, cultural sensitivity, and human-AI collaboration, businesses can pioneer a new era of emotionally intelligent, effective, and responsible marketing.

Future Research Implications

The implications of the research are vast and affect a variety of stakeholders, such as businesses, researchers, policymakers, and consumers. Dyrka and Adamczyk's (2023) study focused on emotional intelligence's role in the global economy and how it helps create effective career paths, especially regarding modern careers that are unpredictable, variable, and international due to digital transformation. The research studied individual managers and their social environment and how they affect the development of emotional intelligence in contemporary careers. The authors discussed the impact of emotional intelligence on building social interactions in the workplace, which affects career development and mutual connections in team cooperation. These implications highlight the transformational potential and considerations associated with this alliance.

i. Business Strategy and Implementation:

Innovation and Competitive Advantage: Businesses that pioneer emotionally intelligent AI-driven marketing strategies can gain a competitive edge by fostering deeper customer connections and enhanced brand perception.

Resource Allocation: Organizations should allocate resources for developing and deploying emotionally intelligent AI technologies, understanding that responsible AI practices and ethical considerations are paramount.

Talent Development: Invest in training and upskilling marketing teams to collaborate effectively with AI systems, ensuring seamless human and AI creativity integration.

ii. Ethical Considerations:

Policy Development: Policymakers should consider the development of regulations and guidelines that promote responsible AI use in marketing, emphasizing transparency, consent, and data privacy.

Consumer Awareness: Educate consumers about using emotionally intelligent AI in marketing and empower them to make informed choices regarding data sharing and engagement with AI-driven content.

Ethical Auditing: Implement ethical auditing processes to ensure emotionally intelligent marketing practices adhere to established ethical guidelines.

iii. Cross-Cultural Marketing:

Market Localization: Businesses operating in diverse markets should invest in culturally sensitive marketing strategies that respect and align with local emotional expressions and social norms.

Market Research: Extensively research emotional triggers and preferences of diverse consumers in various cultural contexts.

iv. Long-Term Brand Building:

Brand Loyalty: Emotionally intelligent marketing can improve long-term brand loyalty and customer retention. Businesses should prioritize strategies that foster ongoing emotional engagement.

Customer Feedback: It is crucial to constantly gather and analyze customer feedback to measure the effectiveness of emotionally intelligent marketing campaigns, and make necessary adjustments to strategies.

v. Interdisciplinary Collaboration:

Collaborative Research: Encourage interdisciplinary research collaboration between AI experts, psychologists, marketers, and ethicists to further explore the nuances of emotionally intelligent AI in marketing.

Education: Academic institutions should offer interdisciplinary programs and courses that prepare students for the evolving landscape of AI-infused marketing.

vi. AI Development and Integration:

AI Advancements: AI developers and researchers should continue advancing the capabilities of AI models to incorporate emotional intelligence and social skills effectively.

User-Friendly Tools: Develop user-friendly AI tools and platforms that allow marketers to quickly implement emotionally intelligent strategies without requiring advanced technical expertise.

vii. Consumer Empowerment:

Data Control: Develop tools and platforms that give consumers more control over their data and the degree to which emotionally intelligent AI systems can access and utilize their emotional information.

Education: Promote digital literacy and emotional intelligence education to empower consumers to engage critically with emotionally intelligent marketing content.

Integrating GAI with EI and social skills in marketing strategy carries far-reaching implications that span ethical, cultural, technological, and educational domains. By embracing responsible practices, fostering cross-cultural sensitivity, and promoting interdisciplinary-collaboration, businesses and stakeholders can harness the potential of this alliance to create emotionally resonant marketing strategies that benefit both brands and consumers.

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