# СЕКЦИЯ D
## «DOING BUSINESS IN MODERN WORLD ECONOMY»

## APPLICATION OF ARTIFICIAL INTELLIGENCE IN MARKETING RESEARCHES

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*Резюме – в данной статье будут рассмотрены возможности нейросетей для проведения маркетинговых исследований, а также будут проанализированы возможные перспективы развития.*

*Resume – this article will discuss the capabilities of neural networks for conducting marketing research, and will also analyze possible development prospects.*

**Introduction.** Today the topic of artificial intelligence becomes more and more popular. Artificial intelligence has unlimited potential and is developing very quickly, representing an effective tool that makes the work of workers in various fields easier. For example, the use of artificial intelligence can greatly facilitate some routine tasks. For marketers, this technology can simplify the marketing research process and allow the marketer to focus more on buyer needs and behavior instead of combing through different databases.

**The main part.** Marketers have many different tasks in their practice. From simple advertising creative to entire marketing research and collection of large amounts of information and its analysis. These tasks can take quite long periods of time and also require a lot of effort and money. Today there are many tools based on artificial intelligence technologies that can help simplify these tasks. Here are some examples of how marketer can use AI in his work.

1. Data Analysis. AI can collect various information from different sources in a couple of seconds and provide the information in a convenient and ready-to-use form, thereby saving a lot of time for the marketer. AI databases are constantly updated and supplemented, so a specialist who decides to use this tool can be practically confident in the relevance of the data received from AI. This does not eliminate the need to clarify and verify data, but still saves a lot of time.

2. Content generation. The most obvious use case for neural networks in marketing is content creation. Artificial intelligence can generate various content, such as advertising creatives, images, advertising text, scripts for commercials, and so on. This content is not perfect, but its quality is progressing very quickly; for example, a year ago, neural networks generated very unrealistic images. Today, neural networks are capable of not only generating photorealistic images, but also creating cinematic videos based on a text request that are almost indistinguishable from reality.

3. Using AI as a source of inspiration. Artificial intelligence can provide content that can provide good ideas or inspiration to a marketer. As mentioned in the previous paragraph, AI can generate a variety of content, but it is often easy to notice content made with the help of neural networks. But a specialist can use these materials as a source of reference or a source of inspiration. Sometimes it can take days to make a decision, for example with the stylization of an advertising post, using AI, you can save this time by finding inspiration in materials made by a neural network. Modern learning models allow AI to be as imaginative as humans. And if you work as a team, the results can be truly impressive. Like, for example, the promotion of the new GJ collection, where the designers were inspired by a neural network to create sketches, select materials and accessories [1]. Examples of how companies are already using neural networks in their marketing strategy: 1) Netflix uses neural networks to analyze customer viewing and behavior. Thanks to this service, it was possible to improve the recommendation system, which led to an increase in the number of views of films and TV series. The company also used neural networks to create its own production projects, based on an analysis of viewer preferences; 2) Coca-Cola used neural networks to determine the optimal combination of ingredients for a new drink. The company analyzed a large amount of data on consumer tastes and preferences and based on this created a unique product – Cherry Sprite [2].

**Conclusion.** Today, even many large companies resort to the help of artificial intelligence, which suggests the high usefulness of these tools; neural networks are very quickly self-developing and self-learning, showing increasingly better and more useful results. Based on examples from these companies, it can be assumed that AI can soon revolutionize the business world, saving specialists a significant amount of time, allowing them to solve problems that previously took from hours to whole days, for example, in a couple of minutes.

This technology is still far from perfect, but even at this stage of its development we can talk about the high usefulness of this tool. In the future, there may be new opportunities for using AI technology and new examples of large firms using this tool.

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