

**The Significance of Multidisciplinary Research in Driving
Innovations and Breakthroughs**

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**AI-POWERED DIGITAL MARKETING: TRANSFORMING THE
CONSUMER JOURNEY FROM AWARENESS TO LOYALTY**

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ABSTRACT

Emerging as a game-changer in digital marketing, artificial intelligence (AI) transforms brand interaction with consumers across their purchasing path. From tailored suggestions to AI-powered chatbots, machine learning techniques increase client interaction, target precision, and foster brand loyalty. This study investigates how customer journey from awareness to retention is reshaped by artificial intelligence-driven digital marketing. Emphasising their influence on consumer decision-making, the paper investigates artificial intelligence uses including predictive analytics, chatbots and automatic content generation. This research attempts to close the gap between AI developments and consumer behaviour insights by means of an examination of modern marketing methods and evaluation of current literature.