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Senyuta Irina
Science tutor *T. Berhel*
BSEU (Minsk)

AI IN ADVERTISING: TRANSFORMATIVE TRENDS AND STRATEGIC BUSINESS RELEVANCE

Nowadays, artificial intelligence (AI) stands as the bedrock of innovation in advertising, reshaping strategies and redefining success metrics. Companies are increasingly delegating tasks to artificial intelligence that previously required significant resources and human involvement. This evolution does not intend to replace creativity, but to create conditions which help businesses gain more data, accuracy, and speed. The aim of the study is to examine the reasons why companies are opting for advertising automation through AI, and how it affects their performance.

In the dynamic landscape of modern advertising, AI has become an indispensable tool for achieving success. There are several ways how this technology can be used in advertising. Forward-thinking companies recognize the value of artificial intelligence in budget allocation and optimization to meet key performance indicators (KPIs). AI's ability to identify new advertising audiences and to create their profiles makes it easier to target ads and boost sales. It assists in copywriting and ad creation: generates eye-catching headlines and body text, produces images, videos and audio quickly, meets trends and individual preferences. Moreover, AI can predict ad performance before launching campaigns, which can reduce the risk of ineffective strategies.

The use of artificial intelligence relieves routine and eliminates time-consuming tasks, allowing individuals to focus on more complex activities. AI can process and analyze large volumes of data quickly to gather insights from customer data, social media trends, website analytics. This level of personalization enhances customer engagement and improves conversion rates. AI-powered chatbots and virtual assistants are widely used in marketing and customer service. These intelligent systems can interact with customers, answer questions, provide recommendations, and assist with purchasing decisions, improving customer experience. Thus, the extensive functions of AI in advertising transform workflows and elevate the effectiveness of marketing initiatives.

Today, some world-known companies, such as Nike, Netflix and Unilever, use artificial intelligence to develop advertising strategies and enhance customer engagement. The research conducted by McKinsey & Company reveals that over 80% of marketers

consider AI essential for their future success, with more than 78% of organizations integrating AI into at least one business function, particularly in marketing and sales [2]. For instance, Wildberries applies AI to analyze customer preference data and optimize advertising campaigns. As a result, the company has managed to increase its audience by 40% and improve ad conversion rates by 25%. Coca-Cola Company uses AI technology to analyze user preferences and purchasing data to determine which beverage flavors are most popular in specific regions or among certain consumer groups. Nike has demonstrated a unique approach to personalization in marketing through its "By You" campaign, which allows customers to "create" their own sneakers both in-store and online. This campaign is a brilliant example of how AI can fulfill a deep human need for creative expression [3]. These examples illustrate the effective complementarity of AI and advertising, when brands use them efficiently.

Although businesses are enthusiastic about the benefits AI brings to advertising, they must also take into account the associated risks. A major concern is the potential homogenization of content which can dilute a brand's unique voice and reduce its authenticity. This is compounded by the lack of human oversight in AI processes, leading to biased or inaccurate outputs that might not align with the company's values. Data privacy issues are also prominent, as consumers often feel uneasy about how their personal information is used. High implementation costs can pose a barrier for companies (especially small ones) that may struggle to afford the necessary technology and training. Finally, there is the risk of unintended consequences, such as the spread misinformation or creation irrelevant content, which can ultimately affect a company's reputation and competitiveness in the market.

Despite the challenges, the benefits of artificial intelligence significantly outweigh the drawbacks, and its development with the emergence of new trends is anticipated in the future. AI will enable real-time website optimization allowing for quick adjustments based on user behavior. It will be able to predict customer needs before they arise to offer products or services at the exact moment they are needed. Advances in technology will allow chatbots to easily interact with customers in different languages and engage in complex conversations that resemble human dialogue. Tools will predict which changes on the site will have the most significant impact on conversion rates, helping companies optimize their operations more effectively. In the future, these systems will analyze customer emotional responses to advertisements, aiding in the creation of more appealing campaigns. Thus, artificial intelligence is on the path of active development in advertising and will open new opportunities for businesses.

To recapitulate, it can be admitted that advertising automation through AI is gaining popularity among companies, because it enhances efficiency, personalizes customer interactions, and provides valuable insights. Its contribution to the development of the modern advertising is unquestionable, as it leads to improved company performance and higher return on investment. If forecasts are to be relied on, by 2030, AI might replace many specialists. However, designers, copywriters, and marketers need not worry; they will not be out of work, as machines take on digital routines and technical aspects of projects, leaving creativity and emotion to humans.

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Ksenia Sitko

Science tutor *Yu. Bulash*
BSEU (Minsk)

A COMPARATIVE ANALYSIS OF GOLD APPLE CUSTOMER SERVICE IN BELARUS AND QATAR

Customer service (CS) is one of the key points of business success. CS is defined as “the assistance an organization offers to its customers before or after they buy or use products or services” [1]. Loyalty programs, consulting and support of customers, product suggestions, issues and complaint handling, technical support, delivery services, and feedback are general aspects of customer service.

The importance of customer service can be revealed by considering the results of McKinsey’s research on the value of improvement of customer experience. During the study, it was discovered “that improving the customer experience has increased sales revenues by 2 to 7 % and profitability by 1 to 2 %.” [2]. Customer service needs to be studied in depth, because the collected data helps to advance user experience and customer loyalty can be increased [3].

The object of the research is customer service for the cosmetics and perfumery shop “Gold Apple” in Belarus and Qatar. The research subject is the similarities and differences in Gold Apple’s customer service in Belarus and Qatar. The overall aim of the study was to analyse and compare the customer service aspects of Gold Apple in Minsk and Qatar, identifying key similarities and differences. The materials for the analysis were Gold Apple customer reviews on social media.

Our study revealed that in the Middle East, including Qatar, religion plays an important role in interaction between a business and a customer, while in Belarus it does not play such a significant role. By way of illustration, in Gold Apple in Qatar there are special cards, website design, limited edition beauty boxes and gifts for purchasing, and sales devoted to Ramadan; while in Belarus there is no special campaign during Great Lent before Easter.