Artificial Intelligence Serving Decision-Making in Marketing

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Coeditors invited – *Décisions Marketing*

In a context where marketing professionals exhibit a keen interest in artificial intelligence (AI), seen as a promising means to respond in real-time to customer needs and personalize their experiences, a major challenge arises: the complexity of its effective implementation. Only 17% of marketers currently employ AI in their marketing activities, despite high demands and expectations (Gartner, 2021). To shed light on this complexity and unlock the full potential of AI in the field of marketing, this special issue aims to be a platform for exchange and exploration. It seeks to stimulate research that understands how AI contributes to marketing decision-making.

The articles gathered in this special issue make a significant contribution to understanding AI and its role in the field of marketing. Each of these studies provides a unique perspective on crucial aspects, whether it's the acceptability of medical AI, the experiences of home voice assistant users, the analysis of a social movement using AI techniques, consumer expectations regarding connected objects, or the challenges of AI explainability in the marketing context. These diverse contributions underscore the growing importance of AI in contemporary marketing and highlight essential pathways for effective and ethical application in the future.

The study conducted by Inès Chouk and Zied Mani highlights the acceptability of medical artificial intelligence, a key element of its success. By identifying the factors influencing resistance to medical AI, this research underscores the crucial importance of ensuring accountability and reducing perceived risks to promote its acceptability.

Aurélie Vachaudez and Christophe Koubi delve into the experiences of home voice assistant users. Their conclusions, based on semi-structured interviews, highlight elements such as control, daily life facilitation, and alignment with personal values, thus providing insights to promote the sustainability of their use.

Mohammed Hakimi and Pierre Valette-Florence explore how consumers anticipate interactions with connected objects, offering perspectives for the Internet of Things sector. Their study identifies consumer expectations and their influence on the intention to use connected objects, emphasizing the importance of understanding these dynamics to promote adoption.

Amira Berriche, Dominique Crié, and Mihai Calciu's research focuses on the analysis of the #Movember movement using artificial intelligence techniques. This research provides unique insights into engagement segments, collective emotions, and cognitive and motivational factors, with significant implications for screening and fundraising strategies.

Louis Vuarin and Véronique Steyer address the issue of AI explainability, a substantial challenge. This study highlights the obstacles and opportunities related to the introduction of Explainable AI (XAI) and its use by marketing professionals, offering significant perspectives for the deployment of this technology in the marketing field.

Finally, Raoul Kübler, a guest author, reminds us of the first three phases of AI marketing application: mechanical, thoughtful, and emotional. He then discusses the short-term and long-term impacts of two new types of AI: generative AI and interactive AI.

We would like to express our deep gratitude to the authors for their contributions and to the reviewers for their constructive comments and suggestions. Through the collaborative efforts of all, this special issue of Décisions Marketing contributes to a better understanding of artificial intelligence and its applications in the field of marketing. We hope that the published research will spark new questions and future publications.

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