

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON MARKETING ACTIVITIES OF BUSINESSES IN THE MARKETING - COMMUNICATION - EVENTS INDUSTRY IN HO CHI MINH CITY

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Abstract

This study aims to analyze the impact of artificial intelligence (AI) applications on the marketing activities of businesses in the Marketing – Communication – Events industry in Ho Chi Minh City, with customer experience (CUSE) serving as a mediating variable. Specifically, the research examines the influence of five AI-driven technological factors—Natural Language Processing (NACP), Machine Learning (MAL), Auto-Generated Content (AUGC), Trend Analysis and Prediction (TRAP), and Content Personalization (COP)—on customer experience, and evaluates the subsequent impact of customer experience on the marketing performance of businesses (MARAB). Data were collected from 194 valid survey responses across 100 companies operating in the Marketing – Communication – Events industry in Ho Chi Minh City. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was employed using SmartPLS 3.0 software to test the relationships proposed in the research model. The results indicate that all five AI-related factors (NACP, MAL, AUGC, TRAP, and COP) have positive and statistically significant effects on customer experience. Furthermore, customer experience was found to have a significant positive impact on the marketing activities of businesses. Based on these findings, the study proposes several important managerial implications: businesses in the Marketing – Communication – Events industry in Ho Chi Minh City.

Keywords: Artificial Intelligence, Marketing Activities, Businesses in The Marketing - Communication - Events, Ho Chi Minh City.

1. INTRODUCTION

Artificial intelligence (AI) represents a transformative technology that enables machines to replicate human cognitive abilities, including autonomous problem-solving and

decision-making processes (Pavaloiu, 2016; Kose & Sert, 2016). Unlike traditional marketing approaches, AI has the capacity to continuously learn from past data and experiences, allowing it to adapt dynamically to changes in the business environment (Devang et al., 2019; Capatina et al., 2020). Within the context of AI-driven marketing (AIM), AI facilitates the automation and intelligent management of vast amounts of marketing data related to the Marketing Mix. By leveraging advanced technologies, AIM enables businesses to streamline and automate marketing functions, leading to more efficient and responsive marketing strategies (Capatina et al., 2020).

In the Marketing–Communications–Events sector, AI is increasingly recognized as an indispensable tool that enhances business competitiveness and strengthens customer engagement (Vu, 2022). The integration of AI into marketing not only supports data-driven decision-making but also enables the combination of AI technologies with customer experience and brand data to generate accurate insights into customer behavior and market dynamics. This study seeks to synthesize relevant theoretical foundations and review existing research, thereby forming the basis for developing a conceptual model that explores AI's influence on marketing practices within businesses operating in the marketing activities of businesses in the Marketing – Communication – Events.

Based on this foundation, the study also proposes strategic recommendations to help enterprises optimize their use of AI in marketing operations. Despite the rapid adoption of AI in Vietnamese marketing, there is little research on how AI affects marketing performance in the marketing activities of businesses in the Marketing – Communication – Events. In particular, the role of customer experience as a mediator in this relationship has not been empirically explored. Customer experience – broadly defined as *“everything an organization does to deliver superior experiences, value, and growth for customers”* (McKinsey & Company, 2022) - is crucial in marketing. Yet most existing studies focus on technology adoption or on established markets, leaving a gap in understanding how AI tools (NLP, ML, auto-generated content, trend analysis, personalization) shape customer experience and, in turn, marketing performance in the Vietnamese marketing activities of businesses in the Marketing – Communication – Events context. This study addresses that gap by examining each AI technology's impact on customer experience and how enhanced customer experience drives marketing success in Ho Chi Minh City.

2. LITERATURE REVIEW

2.1. Theoretical Foundation

2.1.1. Incorporating the technology acceptance model (TAM) and the technology–organization–environment model (TOE)

Na et al. (2022) conducted a study integrating the Technology Acceptance Model (TAM) with the Technology–Organization–Environment (TOE) framework to explore the factors influencing the adoption of AI in the construction industry. Their findings revealed that technological attributes, along with personal traits and external variables, significantly affected users' perceptions of AI's usefulness and ease of use. By combining TAM and

TOE, the study examined how technological, organizational, and environmental elements influenced AI adoption decisions. It was found that technological readiness played a critical role in encouraging acceptance, whereas environmental factors—such as external pressures—could sometimes hinder adoption by causing distractions. This research offers valuable insights into the interplay between organizational and technological readiness and emphasizes the importance for firms to strengthen their internal infrastructure and organizational capabilities to ensure effective AI implementation.

2.1.2. Unified Theory of Acceptance and Use of Technology 2 (UTAUT_2)

Yin et al. (2023) explored how creative professionals perceive and are willing to adopt Generative AI, acknowledging that acceptance of this emerging technology is still evolving. The study applied an extended version of the Unified Theory of Acceptance and Use of Technology (UTAUT2), incorporating AI-related anxiety as an additional variable. Through regression analysis, the researchers found that factors such as performance expectancy, social influence, hedonic motivation, habitual use, and AI anxiety significantly influenced the intention to adopt Generative AI. In contrast, effort expectancy, facilitating conditions, and perceived value or cost were not significant predictors of user intention in the current context. Interestingly, the study revealed that professionals in creative and cultural sectors are inclined to adopt Generative AI tools despite experiencing anxiety during the learning process. Moreover, individuals with higher educational backgrounds demonstrated greater resilience and consistency when interacting with AI technologies. They were less likely to discontinue use due to fear and were also less prone to overdependence on AI, despite recognizing its benefits.

2.2. Concept

2.2.1. Artificial Intelligence

AI refers to the capability of machines to carry out tasks that usually require human intelligence, such as solving problems, adapting to changing situations, answering questions, and managing systems with a certain degree of autonomy (Loureiro et al., 2021). It encompasses a machine's ability to learn from previous experiences, respond to new data, and execute functions like image recognition, language translation, speech interpretation, and decision-making—skills that are traditionally associated with human cognition (Guenduez & Mettler, 2023). AI has emerged as a transformative force in marketing, enabling businesses to analyze data more effectively, automate repetitive tasks, and deliver personalized experiences at scale (Patil, 2024).

2.2.2. Factors of AI application in Marketing - Communication - Events industry

2.2.2.1. Natural language processing

When utilized in marketing, natural language processing (NLP) plays a crucial role in analyzing large-scale data related to consumer behavior and preferences. This enables the creation of highly personalized advertising content, which can be delivered through multiple channels such as text, images, videos, and even real-time user interaction. In content development, NLP also offers insights into customer sentiments and reactions by

examining comments and engagement across social media platforms. This analysis helps businesses clearly identify consumer preferences and aversions (Sun et al., 2022). NACP is a branch of AI that enables computers to understand and generate human language. In marketing, NACP is widely used in chatbots, sentiment analysis, and virtual assistants to enhance real-time customer interactions (Patil, 2024). By facilitating personalized and instant communication, NLP technologies significantly improve customer satisfaction and engagement (Egorenkov, 2023). Thus, the following hypothesis is proposed:

H1: Natural language processing (NACP) positively impacts customer experience (CUSE).

2.2.2.2. Machine learning

Rather than relying solely on predefined rules, machine learning (ML) enables systems to learn from input data by identifying underlying patterns, trends, or structures within that data. The swift evolution of AI and ML technologies has significantly transformed interactions with digital platforms and has sparked important discussions regarding their broader societal impacts (Pataranutaporn et al., 2021; Rahman et al., 2023). ML allows systems to learn from data and make predictions or decisions without being explicitly programmed. In marketing, it is utilized for customer segmentation, behavior prediction, and product recommendation (Egorenkov, 2023). According to Patil (2024), ML models enhance customer experience by enabling timely and relevant responses based on predictive insights. Therefore, we hypothesize:

H2: Machine learning (MAL) positively impacts customer experience (CUSE).

2.2.2.3. Auto-generated content

AI technologies can autonomously produce content by utilizing generative algorithms that operate without continuous human input. These systems are trained on existing datasets and are capable of creating new material that closely resembles human-generated content (Wessel et al., 2023). Chan-Olmsted (2019) noted that AUGC enhances the creative capacity of firms and boosts customer engagement through fresh, tailored content. AI is used to create various types of content, ranging from practical information such as financial news and personalized medical advice to entertainment content like custom background music or interactive stories. These technologies help increase production efficiency while better meeting customers' information and entertainment needs. AI-powered platforms can generate unique music and images based on users' personal preferences. As a result, AI-generated content can engage customers and boost interaction levels, provided the content is relevant and appealing. However, the effectiveness of AI content also depends on users' trust and their perception of the content's authenticity (Han, 2024). Hence, we posit:

H3: Auto-generated content (AUGC) positively impacts customer experience (CUSE).

2.2.2.4. Trend analysis and prediction

AI offers numerous potential benefits by automating data analysis and information processing. Additionally, the application of AI in market research and analysis is a key

area where this technology can support content creation processes (Murár & Kubovics, 2023). Trend analysis and prediction (TRAP) involves leveraging AI to detect emerging trends and predict customer behavior using historical data. Okeleke et al. (2024) demonstrated that AI-driven trend analysis helps businesses anticipate market demands and align offerings with customer preferences, thus improving the overall experience. E-commerce platforms also utilize machine learning forecasting to recommend products to customers at the right moment, thereby boosting engagement and sales. Thus, applying TRAP enables businesses to proactively meet customer needs, facilitating a convenient and timely shopping experience. Accordingly:

H4: Trend analysis and prediction (TRAP) positively impacts customer experience (CUSE).

2.2.2.5. Content personalization

Technology powered by AI has significantly enhanced the creation of personalized video advertisements. By analyzing an individual's shopping behavior, AI can generate customized ads that present authentic brand visuals and tailor the advertising message to fit the user's specific data (Kapoor & Kumar, 2023). Content Personalization (COP)

involves adapting marketing messages to individual preferences through AI-powered data analytics and recommendation systems. Personalized marketing has been shown to increase relevance and satisfaction, especially in digital platforms (Egorenkov, 2023). Therefore:

H5: Content personalization (COP) positively impacts customer experience (CUSE).

2.2.2.6. Customer Experience and Marketing Activities

Customer experience (CUSE) plays a vital role in enhancing marketing activities within the Marketing – Communication – Events industry (MARAB). Traditional marketing methods often focus on financial gains and competitive advantages but tend to miss detailed customer touchpoints and the full scope of relationship elements such as trust, satisfaction, and loyalty (Capatina et al., 2020; Vu, 2022). The integration of AI technologies, including machine learning and natural language processing, enables businesses to analyze customer sentiment and behavior more effectively, allowing for highly personalized and relevant customer interactions (Saponaro et al., 2018; Song et al., 2022). Modern consumers expect smooth, customized experiences with relevant product recommendations, easy purchasing, and efficient delivery (Marinchak et al., 2018). To meet these demands, marketing departments must transform by redefining roles, redesigning workflows, and embedding AI-driven technologies at every stage of the customer journey. Enhanced customer experience through AI-powered insights and interactions helps businesses optimize marketing strategies, increase engagement, and create competitive advantages, ultimately improving marketing outcomes in this industry (Devang et al., 2019; Capatina et al., 2020; Vu, 2022). Therefore, we hypothesize:

H6: Customer experience (CUSE) has a positive impact on the marketing activities of businesses in the Marketing – Communication – Events industry (MARAB).

2.2.3. Proposed research model

By examining the theoretical foundations and reviewing relevant studies from both domestic and international researchers, this study builds upon and expands previous work. The authors integrate the theoretical frameworks of the Technology Acceptance Model (TAM) and Technology–Organization–Environment (TOE) model (Na et al., 2022) along with the concept of AI-related anxiety from the extended UTAUT2 model (Yin et al., 2023) to propose a conceptual framework titled "The Impact of AI on Marketing Activities in the Marketing – Communication – Events Sector in Ho Chi Minh City." This framework highlights five key AI components—Natural Language Processing, Machine Learning, Auto-Generated Content, Trend Analysis and Prediction, and Content Personalization—that influence business marketing performance, with customer experience serving as a mediating variable.

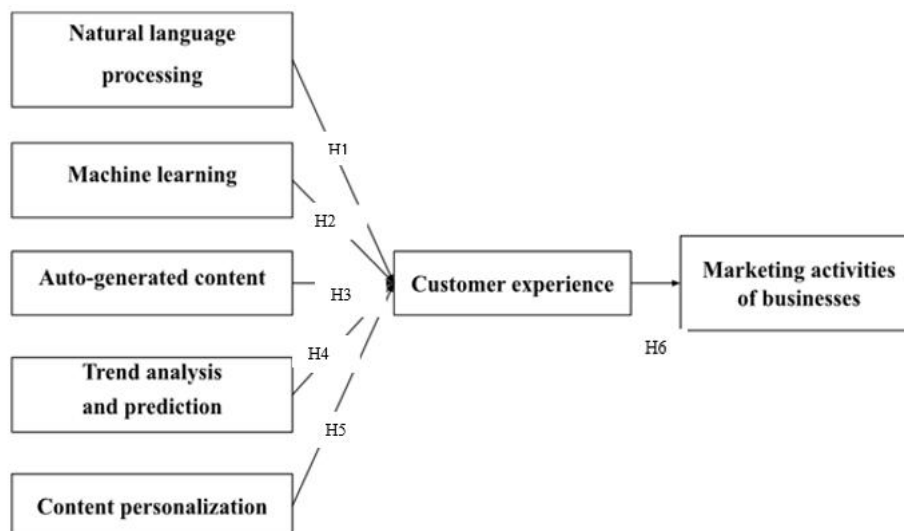


Figure 1: Proposed research model

3. RESEARCH METHODOLOGY

The authors employ both qualitative and quantitative research methods to develop and test the model and hypotheses regarding the influence of AI on the marketing activities of businesses in the marketing - communication - events industry in Ho Chi Minh City. Quantitative data are collected using purposive convenience sampling, targeting 100 businesses operating within the specified industry in Ho Chi Minh City. The data collection period was scheduled from October 2024 to February 2025. The survey targeted individuals working in marketing, communication, or event management roles at businesses within the Marketing – Communication – Event industry in Ho Chi Minh City. A total of 194 valid responses were collected from 100 companies. Respondents included marketing managers, communication specialists, event coordinators, and other relevant personnel who are directly involved in marketing activities and had sufficient knowledge of their company's use of AI in marketing operations. The questionnaire is designed

based on a 5-point Likert scale, primarily measuring the level of agreement, ranging from (1) Strongly Disagree to (5) Strongly Agree. The collected data will be processed and analyzed using SmartPLS 3.0 software through the structural equation modeling - partial least squares (SEM-PLS) approach.

4. RESEARCH FINDINGS

The initial analysis results indicated that the observed variables COP5 and AUGC4 were eliminated due to outer loading values being less than 0.708. The second analysis was conducted with the results presented in Figure 4.

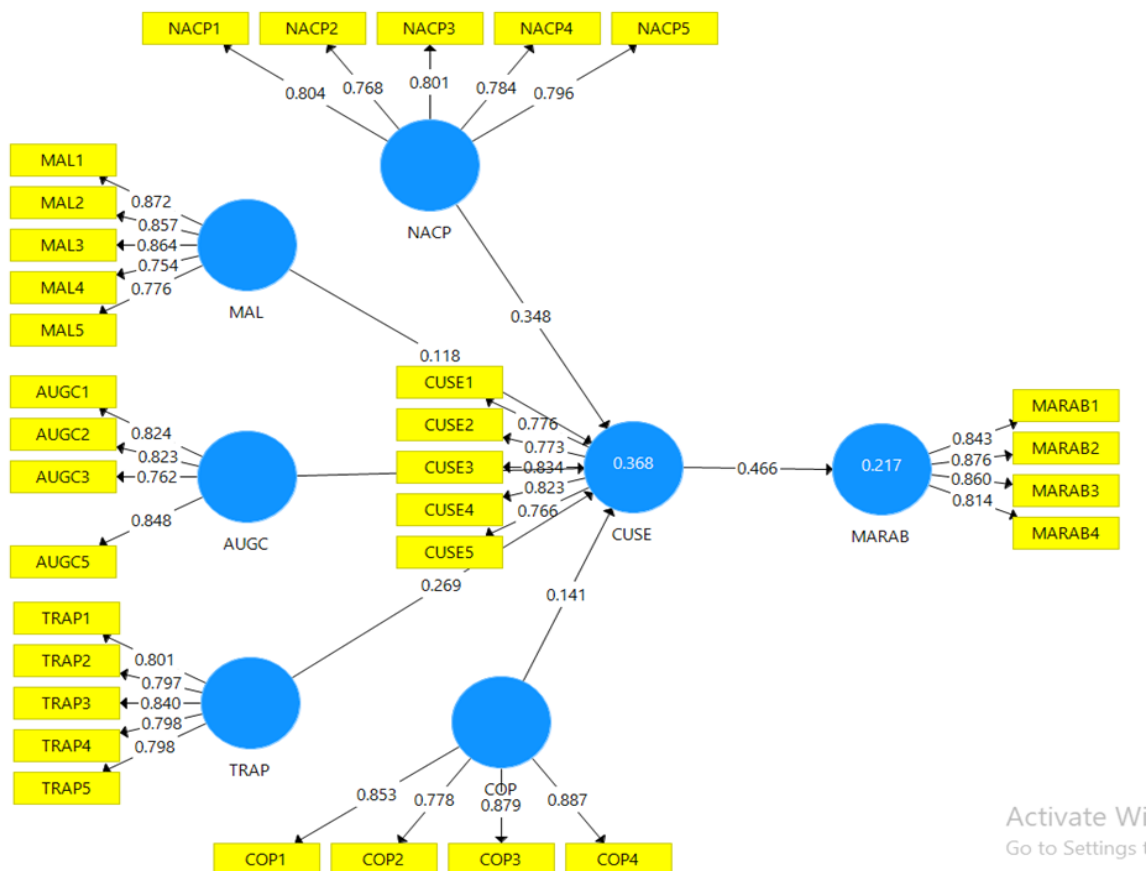


Figure 2: Second analysis results

Outer loading

Table 1 shows that all outer loadings of the observed variables are greater than 0.708, indicating a high degree of association between the observed variables and the latent constructs. This also implies that the latent constructs explain more than 50% of the variance of the observed variables, thus meeting the acceptable reliability threshold (Hair et al., 2014).

Table 1: Outer loading

	AUGC	COP	CUSE	MAL	MARAB	NACP	TRAP
AUGC1	0.824						
AUGC2	0.823						
AUGC3	0.762						
AUGC5	0.848						
COP1		0.853					
COP2		0.778					
COP3		0.879					
COP4		0.887					
CUSE1			0.776				
CUSE2			0.773				
CUSE3			0.834				
CUSE4			0.823				
CUSE5			0.766				
MAL1				0.872			
MAL2				0.857			
MAL3				0.864			
MAL4				0.754			
MAL5				0.776			
MARAB1					0.843		
MARAB2					0.876		
MARAB3					0.860		
MARAB4					0.814		
NACP1						0.804	
NACP2						0.768	
NACP3						0.801	
NACP4						0.784	
NACP5						0.796	
TRAP1							0.801
TRAP2							0.797
TRAP3							0.840
TRAP4							0.798
TRAP5							0.798

Scale Reliability and Average Variance Extracted (AVE)

Table 2 shows that all Cronbach's Alpha coefficients and composite reliability (ρ_c) values are greater than 0.7.

All seven latent variables (AUGC, COP, CUSE, MAL, MARAB, NACP, TRAP) exhibit an average variance extracted (AVE) value greater than 0.5, indicating that the measurement scales possess convergent validity.

This also means that, on average, the latent variables explain at least 50% of the variance of each observed variable (Hair et al., 2019).

Table 2: Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AUGC	0.833	0.852	0.888	0.664
COP	0.872	0.885	0.912	0.723
CUSE	0.854	0.857	0.895	0.632
MAL	0.884	0.913	0.915	0.683
MARAB	0.870	0.875	0.911	0.720
NACP	0.852	0.869	0.893	0.625
TRAP	0.866	0.870	0.903	0.651

Heterotrait-Monotrait ratio of correlations (HTMT) and Variance Inflation Factor (VIF),

The analysis results show that all HTMT (ij) values are less than 0.85, indicating that discriminant validity between any two latent variables i and j is achieved. Therefore, the discriminant validity of the latent variables is ensured (Henseler et al., 2015).

All VIF values for the seven relationships are less than 3, ranging from 1.000 to 1.061, indicating that multicollinearity is not a concern in the model (Hair et al., 2019).

R² values and f² Index

The analysis results show that the R² values of the dependent variables in the model indicate a reasonably good level of explanation. Specifically, the R² of the CUSE variable is 0.368 and the R² of the MARAB variable is 0.217, indicating that the model explains 36.8% and 21.7% of the variance in these dependent variables, respectively. The adjusted R² values are 0.351 and 0.213, suggesting that the model could be improved to better explain the variance in these variables.

Regarding the f² index, the values range from 0.021 to 0.277, indicating the influence of the factors in the model, with some factors having a strong impact on the dependent variables.

Bootstrapping Test

Table 3: Bootstrapping test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AUGC -> CUSE	0.266	0.268	0.053	5.060	0.000
COP -> CUSE	0.141	0.149	0.061	2.308	0.021
CUSE -> MARAB	0.466	0.471	0.057	8.196	0.000
MAL -> CUSE	0.118	0.122	0.054	2.189	0.029
NACP -> CUSE	0.348	0.354	0.051	6.838	0.000
TRAP -> CUSE	0.269	0.267	0.060	4.471	0.000

The article uses the bootstrapping technique with a resample size of (n = 500) and an initial sample size of 194 observations. The results (Table 3) show that all P-value values of the effects are < 0.05 and positive (+). Therefore, these effects are statistically significant and have a positive impact. Hypotheses H1, H2, H3, H4, H5, and H6 are

accepted. The standardized effect sizes of these original samples, from strongest to weakest, are as follows: CUSE → MARAB (0.466), NACP → CUSE (0.348), TRAP → CUSE (0.269), AUGC → CUSE (0.266), COP → CUSE (0.141), MAL → CUSE (0.118).

5. CONCLUSION AND RECOMMENDATIONS

The research results have identified and evaluated 5 factors affecting the marketing activities of businesses in the Marketing - Communication - Events industry in Ho Chi Minh City through the mediating factor of customer experience, including: Natural language processing, Machine learning, Auto-generated content, Trend analysis and prediction, and Content personalization. Based on the research results, the authors propose practical managerial implications to enhance the effectiveness of marketing activities aimed at improving customer experience and satisfaction in businesses within the Marketing - Communication - Events industry in Ho Chi Minh City. Specifically:

To begin with, one of the most urgent and strategic priorities for enterprises in this sector is to increase investment in Natural Language Processing (NLP) technologies. As customer expectations continue to evolve, there is a growing demand for immediate, seamless, and personalized communication across various digital platforms. NLP applications, such as AI-powered chatbots, virtual assistants, and voice-based interfaces, offer a powerful toolset to fulfill this demand.

These systems enable real-time, 24/7 interaction with customers, which not only reduces wait times but also enhances the overall service experience by providing relevant and context-aware responses. For example, NLP-based chatbots can guide customers through booking services, provide instant support during events, and even handle post-event inquiries—all without human intervention. From a managerial perspective, this necessitates not only technical investment but also the re-engineering of customer service processes, staff retraining, and system integration with broader CRM platforms to ensure a cohesive digital experience. Furthermore, businesses must proactively use NLP to mine customer-generated content—such as feedback, comments, and reviews—for sentiment analysis, which can serve as an early warning system for emerging customer concerns and brand perception issues.

Secondly, Machine Learning (ML) should be systematically embedded into customer data analysis, segmentation, and strategy formulation. ML algorithms are capable of analyzing large volumes of structured and unstructured data, detecting complex behavioral patterns, and continuously learning from new information. This enables enterprises to move beyond traditional, static forms of market segmentation and instead adopt dynamic, real-time, and behavior-based approaches. For instance, ML can help marketers predict which customers are most likely to respond to a specific campaign, identify those at risk of churning, and determine the optimal timing and channel for communication. Additionally, ML-powered recommendation engines can drive personalized content and product suggestions, significantly increasing engagement and conversion rates.

However, to operationalize ML effectively, managers must ensure that their organizations possess the required technological infrastructure—such as scalable cloud-based platforms and data lakes—as well as skilled personnel capable of designing, maintaining, and interpreting ML models. It is equally critical to establish ethical frameworks for data usage, as well as mechanisms for bias detection in AI models to maintain transparency, fairness, and regulatory compliance.

Thirdly, the development of Auto-Generated Content (AUGC) through AI tools presents a transformative opportunity for firms to scale their content marketing efforts efficiently. In a sector where the ability to communicate creatively and consistently across multiple channels is a key competitive differentiator, the deployment of AI systems to automate content creation offers significant operational and strategic benefits. These systems can be trained to generate a variety of marketing materials—ranging from social media captions and event descriptions to email newsletters and video scripts—with minimal human input, enabling firms to maintain a steady content cadence while reducing production time and cost. Importantly, AI-generated content can be localized and tailored to specific customer segments, increasing its relevance and impact. However, managers must be cautious not to over-rely on automation at the expense of authenticity. To maintain brand voice and quality, editorial review processes should be integrated into the content pipeline. This hybrid approach, where AI handles volume and speed while humans ensure tone and accuracy, represents a best-practice model for effective content automation.

Fourth, it is imperative for businesses to establish advanced Trend Analysis and Prediction (TRAP) systems that leverage the full capabilities of big data and AI analytics. In an industry characterized by fast-moving consumer preferences, changing media consumption habits, and the constant emergence of new platforms, the ability to anticipate trends before they materialize is critical. TRAP systems allow firms to monitor macro- and micro-level signals from a variety of sources—including social media, search behavior, industry reports, and customer databases—to detect shifts in customer sentiment, preferences, and purchasing behaviors. This enables managers to make more informed and timely decisions about product offerings, messaging strategies, and campaign design. For example, real-time trend monitoring may reveal a surge in demand for sustainability-themed events, prompting companies to quickly tailor their services to this emerging niche. Organizationally, this requires not only investment in analytics platforms but also the cultivation of data-literate marketing teams capable of interpreting insights and translating them into strategic action.

Fifth, Content Personalization (COP) must be elevated to a central pillar of marketing strategy. Today's consumers expect brands to understand their individual needs and offer tailored experiences at every point of contact. Personalized marketing—when done effectively—can enhance engagement, increase loyalty, and significantly boost lifetime customer value. This includes everything from dynamic website content and individualized email campaigns to personalized event invitations and exclusive offers based on behavioral data. To support this, firms must implement integrated data

ecosystems that unify information from multiple touchpoints, including online and offline channels. Customer Data Platforms (CDPs), AI-driven recommendation engines, and predictive modeling tools are essential components of this personalization infrastructure. In addition, managers must carefully manage data privacy concerns by adopting transparent data policies, gaining informed consent, and ensuring secure handling of personal information. Personalization should be designed not just to sell, but to deliver value, build trust, and foster a sense of connection between brand and consumer.

Above all, the role of Customer Experience (CUSE) must be redefined as the core driver of marketing success in the AI era. Rather than being treated as a downstream outcome of marketing campaigns, customer experience should be seen as a guiding principle that shapes every strategic and tactical decision.

A positive customer experience is built on consistency, convenience, personalization, and emotional resonance. For businesses in the Marketing – Communication – Events industry in Ho Chi Minh City, where brand perception and service delivery often intersect in high-touch environments such as events and communication campaigns, it is essential to design customer journeys that are smooth, memorable, and value-driven. Managers should regularly map customer touchpoints, collect experiential feedback, and apply AI to analyze pain points and optimize interactions.

Metrics such as Customer Satisfaction (CSAT), Net Promoter Score (NPS), and Customer Lifetime Value (CLV) should be integrated into performance evaluation frameworks to ensure accountability and continuous improvement.

Internally, this shift demands a reorientation of organizational culture toward customer-centricity, with cross-functional collaboration, empowered frontline teams, and top-down commitment from leadership.

6. FUTURE RESEARCH DIRECTIONS

This literature review may be useful for businesses in the marketing, communications, and events industry. The application of AI in marketing activities can improve the effectiveness of business marketing activities. This study proposes some implications and suggestions to help businesses and managers in the Marketing - Communications - Events industry improve service quality and business efficiency.

- a) There are still many practical factors that need to be considered regarding the impact of AI applications on the marketing activities of businesses. Factors such as customer psychology, preferences, and technology usage trends need to be carefully studied to optimize marketing strategies.
- b) The selection of the group of businesses in the Marketing - Communications - Events industry for the survey is a unique feature of the study. Therefore, the conceptual framework in this study can be applied not only to businesses in the industry but also to all businesses that are implementing AI-based marketing solutions in Ho Chi Minh City.

- c) Propose some implications on the application of AI to support businesses and managers in the Marketing - Communication - Events industry to improve customer experience, thereby enhancing the effectiveness of marketing activities. Managers can refer to this conceptual framework to develop more creative and effective marketing strategies, especially in leveraging artificial intelligence to enhance consumer engagement.

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