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Implementation of Artificial in Digital Marketing and Impact on Customer Satisfaction: A Systematic Literature Review

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ABSTRACT

Artificial Intelligence (AI) has become an important driver of digital marketing transformation by enabling organizations to deliver personalized services, improve customer engagement, and optimize marketing performance. However, previous studies remain fragmented across different AI applications and provide limited consensus regarding how AI influences customer satisfaction. Therefore, this study aims to systematically review the implementation of AI in digital marketing and examine its impact on customer satisfaction. A Systematic Literature Review (SLR) following the PRISMA 2020 guidelines was conducted using the Scopus database. After a rigorous screening process, 15 peer-reviewed studies published between 2016 and 2026 were included in the qualitative synthesis. The findings reveal that AI improves customer satisfaction primarily through personalization, recommendation systems, predictive analytics, intelligent automation, and AI-powered chatbots, which enhance customer experience across the customer journey. Nevertheless, the effectiveness of AI implementation depends on customer trust, organizational readiness, transparency, ethical governance, and data privacy protection. This review contributes by providing an integrated understanding of AI applications in digital marketing and highlighting the critical factors that organizations should consider when implementing AI to improve customer satisfaction. The findings also offer practical insights for researchers and practitioners seeking to develop customer-centered AI marketing strategies.

Keywords: Artificial intelligence, Digital marketing, Customer satisfaction, Customer experience, Systematic literature review.

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Introduction

The rapid advancement of digital technologies has fundamentally transformed the way organizations interact with consumers, create value, and compete in increasingly dynamic markets. Among these technologies, Artificial Intelligence (AI) has emerged as one of the most disruptive innovations, enabling firms to process vast amounts of consumer data, automate decision-making, and deliver highly personalized marketing strategies. AI technologies including machine learning, natural language processing, predictive analytics, computer vision, and generative AI have shifted marketing practices from conventional mass communication toward intelligent, data-driven, and customer-centric

approaches. Consequently, organizations across industries are increasingly integrating AI into their digital marketing activities to enhance operational efficiency, improve customer engagement, and strengthen long-term business performance (Mohd Amin et al., 2025 ; Haleem et al., 2022).

The increasing adoption of AI is driven by its ability to transform every stage of the customer journey, from identifying customer needs and predicting purchasing behavior to providing personalized recommendations and real-time interactions. Unlike traditional digital marketing, which primarily relies on demographic segmentation and historical customer information, AI enables organizations to continuously learn from consumer behavior and dynamically optimize marketing strategies. Applications such as AI-powered recommendation systems, intelligent chatbots, marketing automation, sentiment analysis, dynamic pricing, and predictive customer analytics allow firms to provide more relevant content, faster responses, and personalized experiences. These capabilities not only improve marketing effectiveness but also increase customer satisfaction, customer retention, and brand competitiveness in highly competitive digital markets (Roy et al., 2025; Haleem et al., 2022).

The growing significance of AI in marketing is also reflected in organizations' increasing investments in AI-enabled technologies. Companies operating in e-commerce, banking, retail, telecommunications, tourism, and service industries are allocating substantial resources to AI-driven marketing personalization to improve customer experience and business performance. AI-powered personalization enables organizations to analyze customer preferences in real time, predict future purchasing intentions, and deliver individualized recommendations that create more meaningful interactions between brands and consumers. Recent studies further demonstrate that AI-driven personalization contributes to higher levels of customer satisfaction, stronger customer loyalty, improved retention rates, and more effective digital marketing campaigns when supported by organizational capabilities and consumer trust (Alaoui et al., 2026)(Haleem et al., 2022).

Despite these promising benefits, the implementation of AI in digital marketing also presents several critical challenges. The effectiveness of AI-based marketing initiatives is influenced not only by technological sophistication but also by organizational readiness, consumer acceptance, data quality, privacy protection, transparency, and ethical considerations. Consumers increasingly expect personalized experiences while simultaneously expressing concerns regarding data privacy, algorithmic bias, and automated decision-making. This phenomenon creates a personalization privacy paradox in which customers appreciate individualized services but remain cautious about how their personal information is collected and utilized. Consequently, consumer trust has become an essential determinant of whether AI-driven marketing initiatives successfully improve customer satisfaction and establish sustainable customer relationships (Alaoui et al., 2026).

Recent empirical studies have further confirmed that AI marketing capabilities including AI analytics, intelligent automation, and recommendation systems positively influence consumer outcomes through the development of trust and meaningful customer experiences. AI technologies enable organizations to provide faster services, more relevant recommendations, and personalized communication, which subsequently strengthen customer engagement, brand trust, and advocacy. However, these positive outcomes cannot be achieved solely through technological adoption. Organizational support, responsible AI implementation, transparency, and ethical governance remain crucial factors that determine whether AI capabilities translate into improved customer satisfaction and long-term customer relationships (Emon, 2026).

Literature Review

Artificial Intelligence in Digital Marketing

Artificial Intelligence (AI) has emerged as one of the most influential technologies driving the digital transformation of marketing. AI refers to computer systems capable of performing tasks that traditionally require human intelligence, including learning from data, recognizing patterns, making

predictions, and supporting autonomous decision-making. In marketing, AI integrates technologies such as machine learning, deep learning, natural language processing (NLP), computer vision, predictive analytics, and generative AI to improve organizational decision-making and customer interactions (Haleem et al., 2022; Mohd Amin et al., 2025)

The evolution of AI has fundamentally transformed digital marketing from mass-oriented communication into highly personalized and customer-centric engagement. Unlike conventional digital marketing, which primarily relies on demographic segmentation and historical customer information, AI continuously analyzes customer behavior, purchasing patterns, online activities, and real-time interactions to generate more accurate marketing insights. This capability enables organizations to optimize marketing strategies dynamically while responding to changing customer preferences more effectively (Kopalle et al., 2022).

Recent studies demonstrate that AI has become a strategic organizational capability rather than merely a technological innovation. Organizations increasingly utilize AI to automate marketing processes, improve customer targeting, predict consumer behavior, and optimize marketing performance across multiple digital platforms. AI also supports firms in creating more relevant and timely customer interactions, ultimately enhancing customer engagement, operational efficiency, and business competitiveness in highly competitive digital environments (Emon, 2026).

Applications of Artificial Intelligence in Digital Marketing

The application of AI in digital marketing encompasses a broad range of intelligent technologies designed to improve customer interaction and marketing effectiveness. One of the most widely adopted applications is recommendation systems, which analyze browsing history, purchasing behavior, and customer preferences to generate personalized product recommendations. Recommendation algorithms have been shown to improve purchase intention, customer satisfaction, and conversion rates by providing consumers with highly relevant information during the purchasing process (Kopalle et al., 2022; Roy et al., 2025).

Another important AI application is conversational agents, including AI-powered chatbots and virtual assistants. These technologies provide real-time customer support, automate responses to customer inquiries, and improve service availability without time limitations. Previous research indicates that AI chatbots contribute to higher customer satisfaction by reducing response time, increasing service convenience, and improving customer experience throughout the customer journey (Emon, 2026; Haleem et al., 2022).

AI is also extensively applied through predictive analytics, which enables organizations to forecast customer purchasing behavior, identify market trends, and optimize promotional strategies using large-scale consumer data. Predictive analytics supports data-driven decision-making by identifying future customer needs before they are explicitly expressed. In addition, AI-powered marketing automation, sentiment analysis, and generative AI enable organizations to automate campaign management, analyze customer opinions from social media platforms, and generate personalized marketing content at scale. These technologies collectively improve marketing effectiveness while strengthening customer relationships through more responsive and personalized interactions (Mohd Amin et al., 2025)

Customer Satisfaction in AI-Driven Digital Marketing

Customer satisfaction represents customers' overall evaluation of whether products, services, and purchasing experiences meet or exceed their expectations. Within AI-enabled digital marketing, customer satisfaction has become one of the primary indicators used to evaluate the effectiveness of AI implementation because personalized interactions, responsive services, and accurate recommendations directly influence customers' perceptions of value and service quality (Alaoui et al., 2026).

Numerous empirical studies have demonstrated that AI positively influences customer satisfaction by improving personalization, service responsiveness, recommendation accuracy, and decision support. AI enables organizations to provide highly customized customer experiences based on individual preferences, purchasing history, and behavioral data, resulting in greater customer convenience and stronger customer engagement. Furthermore, AI-powered personalization has been associated with increased customer loyalty, higher retention rates, and stronger long-term customer relationships when supported by organizational capabilities and consumer trust (Alaouia et al., 2026; Emon, 2026).

Despite these positive outcomes, customer satisfaction is not automatically achieved through AI adoption alone. Recent literature emphasizes that the effectiveness of AI-driven marketing depends on several moderating factors, including organizational readiness, algorithm transparency, perceived usefulness, data privacy protection, and consumer trust. Concerns regarding algorithmic bias, excessive personalization, and misuse of personal information may reduce customer acceptance of AI technologies and limit their positive impact on satisfaction. Therefore, organizations must balance technological innovation with ethical AI governance and transparent data management practices to maximize customer satisfaction (Alaouia et al., 2026; Emon, 2026).

Research Gap

Although Artificial Intelligence (AI) has become one of the most extensively discussed topics in digital marketing, the existing body of knowledge remains fragmented. Previous studies have primarily focused on developing AI frameworks, strategic marketing planning, customer engagement, or specific AI applications such as chatbots, recommendation systems, predictive analytics, and marketing automation. While these studies demonstrate the strategic value of AI for improving marketing performance, they generally examine individual technologies or isolated marketing functions rather than providing a comprehensive understanding of AI implementation across the entire customer journey (Huang, 2021).

Furthermore, existing research reports inconsistent findings regarding the outcomes of AI implementation. Some studies conclude that AI-driven personalization significantly improves customer experience, customer satisfaction, and loyalty, whereas others argue that these benefits are highly dependent on organizational capabilities, algorithm transparency, privacy protection, and consumer trust. The increasing adoption of generative AI has further complicated this landscape by introducing new opportunities for personalized marketing alongside concerns related to ethics, data privacy, explainability, and responsible AI governance. As a result, there is still no comprehensive consensus regarding the mechanisms through which different AI applications influence customer satisfaction in digital marketing environments (Huang, 2021).

Another important limitation concerns the scope of previous reviews. Existing review articles predominantly discuss AI adoption, AI strategy, digital transformation, or AI applications from either technological or managerial perspectives. Comparatively fewer studies systematically integrate empirical evidence on multiple AI applications including recommendation systems, conversational agents, predictive analytics, marketing automation, sentiment analysis, and generative AI to explain their collective contribution to customer satisfaction. Most empirical studies also focus on intermediate outcomes such as customer engagement, purchase intention, customer trust, or brand advocacy instead of synthesizing customer satisfaction as the primary outcome of AI-enabled digital marketing (Huang, 2021).

Therefore, this study addresses these limitations by conducting a Systematic Literature Review (SLR) using the PRISMA 2020 guidelines. Rather than examining a single AI technology or industrial sector, this review synthesizes evidence from multiple AI applications in digital marketing to identify dominant implementation patterns, evaluate their impact on customer satisfaction, and highlight emerging research directions. The findings are expected to provide a more comprehensive

understanding of how AI creates customer value and to offer practical insights for organizations seeking to implement customer-centered AI strategies in digital marketing.

Method

Research Design

This study employed a Systematic Literature Review (SLR) to synthesize existing evidence regarding the implementation of Artificial Intelligence (AI) in digital marketing and its impact on customer satisfaction. The SLR approach was selected because it provides a transparent, rigorous, and reproducible method for identifying, evaluating, and synthesizing relevant studies from existing literature. Compared with conventional narrative reviews, SLR minimizes selection bias through a structured review process and enables researchers to comprehensively summarize research findings from multiple empirical studies.
The review process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines, which provide internationally recognized standards for conducting systematic reviews. PRISMA consists of four major stages, namely identification, screening, eligibility assessment, and inclusion. These stages ensure that only studies meeting predefined inclusion criteria are included in the final synthesis, thereby improving the transparency and reliability of the review process (Page et al., 2021).

Search Strategy

The literature search was conducted systematically using the Scopus database, which was selected because it is one of the largest multidisciplinary bibliographic databases indexing high-quality peer-reviewed journals across business, marketing, information systems, and computer science. Scopus was chosen due to its extensive journal coverage, rigorous indexing standards, and widespread use in systematic literature reviews, ensuring the retrieval of reliable and relevant scientific publications. The literature search was focusing on studies published between 2016 and 2026 to capture recent developments in Artificial Intelligence (AI) applications in digital marketing.

The search strategy employed combinations of predefined keywords related to the three main concepts of this study: Artificial Intelligence, Digital Marketing, and Customer Satisfaction. (AND and OR) were applied to improve search accuracy and broaden the retrieval of relevant publications. The primary search string used was *("Artificial Intelligence" OR AI) AND ("Digital Marketing") AND ("Customer Satisfaction")*. To ensure comprehensive coverage of the literature, additional keyword combinations were also employed, including *"Artificial Intelligence" AND "Customer Experience"*, *"Digital Marketing"*, *" Personalization"*, and *" customer satisfaction"*.

To improve the quality and relevance of the selected studies, several filtering criteria were applied during the search process. The search was limited to peer-reviewed journal articles and review articles published in English, while conference proceedings, book chapters, editorials, and non-English publications were excluded. Furthermore, only studies within the subject areas of Business, Management and Accounting, Computer Science, Decision Sciences, and Social Sciences were considered. After applying these search criteria and filters, the retrieved articles proceeded to the screening and eligibility stages following the PRISMA 2020 guidelines.

Eligibility Criteria

Studies were selected based on predefined inclusion and exclusion criteria to ensure consistency throughout the review process.

Table 1. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Published between 2016–2026	Published before 2016
English language	Non-English articles
Peer-reviewed journal articles	Conference abstracts, editorials, book chapters
Open-access full text available	Full text unavailable
Discusses AI implementation in digital marketing	Does not discuss AI or digital marketing
Examines customer satisfaction, customer experience, customer trust, customer engagement, or related consumer outcomes	Studies unrelated to consumer outcomes

Study Selection

The study selection process followed the PRISMA 2020 framework. A total of 226 records were initially identified through the Scopus database. After filtering based on subject areas, 171 records remained for further screening. Subsequently, 101 articles were excluded because full-text access was unavailable or the articles were not open access. The remaining 70 full-text articles were assessed for eligibility based on the predefined inclusion and exclusion criteria. Following title, abstract, and full-text screening, 55 studies were excluded because they did not directly investigate AI implementation in digital marketing, did not evaluate customer-related outcomes, or failed to address the research objectives. Finally, 15 articles fulfilled all eligibility criteria and were included in the qualitative synthesis.

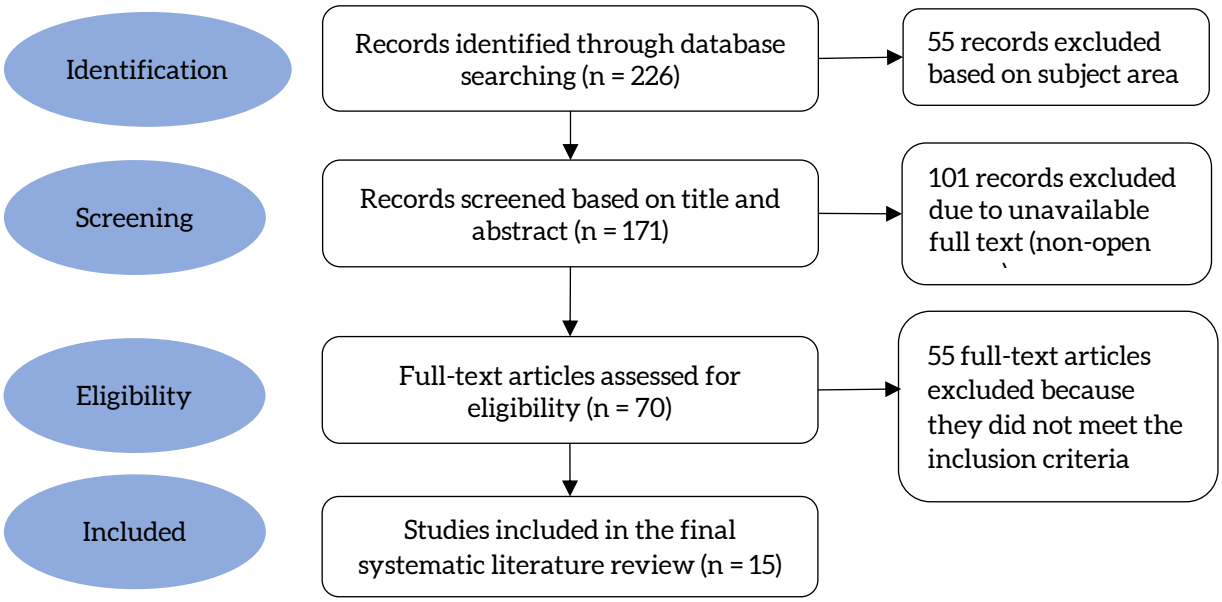


Figure 1. Presents the PRISMA 2020 Flow Diagram Illustrating the Article Selection Process

Data Extraction and Synthesis

Data from the selected studies were extracted using a standardized data extraction form developed by the researchers. The extracted information included the authors, publication year, country, research objectives, AI applications investigated, research methodology, industrial context, and key findings related to customer satisfaction.

The extracted data were subsequently analyzed using a qualitative narrative synthesis approach. Similar studies were grouped according to dominant AI applications, including recommendation systems, AI chatbots, predictive analytics, marketing automation, sentiment analysis, and generative AI. The synthesis aimed to identify common research themes, compare empirical findings, examine emerging trends, and explain how different AI applications contribute to customer satisfaction within digital marketing environments.

Results

Characteristics of Included Studies

Following the PRISMA screening process, a total of 15 studies met all predefined inclusion criteria and were included in the final qualitative synthesis. These studies were published between 2016 and 2026, reflecting the rapid development of Artificial Intelligence (AI) applications in digital marketing over the past decade. The selected studies originated from various disciplines, including marketing, information systems, business management, e-commerce, and digital transformation, indicating the multidisciplinary nature of AI research.

Most of the selected studies employed quantitative research methods, while several studies adopted qualitative approaches, conceptual analyses, case studies, and systematic literature reviews. The diversity of research methodologies provides a comprehensive understanding of AI implementation from both managerial and technological perspectives.

The reviewed studies covered multiple industrial sectors, including e-commerce, retail, banking, hospitality, tourism, social commerce, and service industries. Despite differences in research settings, the majority of studies consistently emphasized that AI has become a strategic tool for improving marketing performance through personalization, automation, predictive analytics, and customer-centered decision-making. Table 2, presents the characteristics of the studies included in this systematic literature review:

Table 2. Characteristics of Included Studies

No.	Author(s), Year	Study Design	AI Technology / Application	Marketing Domain	Key Findings
1	Roy et al. (2025)	Qualitative (67 interviews)	AI, Machine Learning	Relationship Marketing	AI strengthens relationship marketing by improving customer understanding, personalization, and dynamic capabilities.
2	Alaoui et al. (2026)	Conceptual Framework	AI-driven Personalization	Marketing Personalization	Organizational capability, consumer trust, and privacy jointly determine successful AI personalization.
3	Emon (2026)	Quantitative (PLS-SEM)	AI Marketing Capabilities	Brand Management	Brand trust significantly mediates the relationship between AI marketing capabilities and brand advocacy.
4	Yaiprasert & Hidayanto (2023)	Experimental	Ensemble Machine Learning	Food Delivery Marketing	Ensemble ML achieved very high prediction accuracy, improving recommendation

No.	Author(s), Year	Study Design	AI Technology / Application	Marketing Domain	Key Findings
					quality and digital marketing effectiveness.
5	De Bock et al. (2026)	Editorial / Conceptual	ML, AI, Generative AI	Marketing	Developed an updated taxonomy explaining AI applications across customer understanding, personalization, branding, CRM, and content marketing.
6	Salih et al. (2026)	Systematic Literature Review & Case Study	Generative AI	Digital Marketing	Generative AI enhances content creation, automation, customer engagement, and campaign performance but raises ethical and privacy challenges.
7	Doan et al. (2026)	Qualitative (26 interviews)	Deepfake AI	Hospitality Marketing	Deepfake advertising improves promotional appeal but reduces consumer trust without transparency.
8	Dwivedi et al. (2022)	Multidisciplinary Review	AI, Metaverse	Digital Marketing	Emerging AI-enabled virtual environments create new opportunities for immersive consumer engagement while introducing governance and ethical challenges.
9	Kopalle et al. (2022)	Conceptual Review	Artificial Intelligence	Global Marketing	AI adoption in marketing is shaped by country-level inequality, organizational adaptation, and consumer privacy concerns.
10	Dewanti & Ikhsan (2025)	Quantitative (PLS-SEM)	AI Chatbot	Service Marketing	Chatbot competence and anthropomorphism significantly improve customer experience and consumer performance.
11	Aljarboa (2024)	Quantitative (SEM)	AI in E-commerce	SME Marketing	Dynamic capabilities and entrepreneurial orientation significantly influence AI adoption, which subsequently improves SME performance.
12	Hari et al. (2025)	Systematic Literature Review	Ethical AI	Marketing Ethics	Ethical issues such as privacy, transparency,

No.	Author(s), Year	Study Design	AI Technology / Application	Marketing Domain	Key Findings
					fairness, and bias remain major barriers to AI adoption in marketing.
13	Amin et al. (2025)	Narrative Review	Artificial Intelligence	Marketing Strategy	AI improves personalization, predictive analytics, customer experience, and organizational efficiency but requires ethical governance.
14	Nyagadza et al. (2026)	Science Mapping Analysis	AI in Social Commerce	Social Commerce	AI research in social commerce is rapidly expanding, emphasizing personalization, trust, customer engagement, and ecosystem development.
15	Yaiprasert & Hidayanto (2023)*	Experimental	Machine Learning Recommendation System	Digital Marketing	Machine learning-based recommendation systems effectively optimize digital marketing strategies through accurate customer preference prediction.

Fifteen studies were included in the final review. Most studies employed quantitative research designs, while the remaining studies consisted of qualitative, conceptual, review, and science-mapping approaches. The selected studies covered multiple industries, including e-commerce, hospitality, retail, social commerce, and service sectors. AI applications identified across the studies mainly focused on personalization, recommendation systems, predictive analytics, chatbots, marketing automation, and generative AI.

Publication Trend

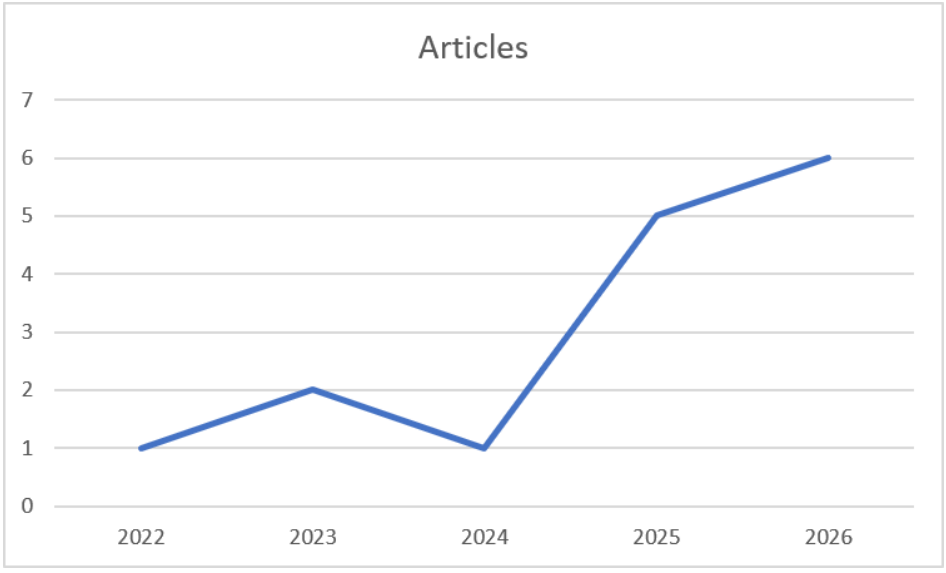


Figure 1. Publication Trend Graphic

Publication activity increased substantially during 2025–2026, indicating growing academic interest in AI-enabled digital marketing following the rapid advancement of generative AI technologies.

Research Method Distribution

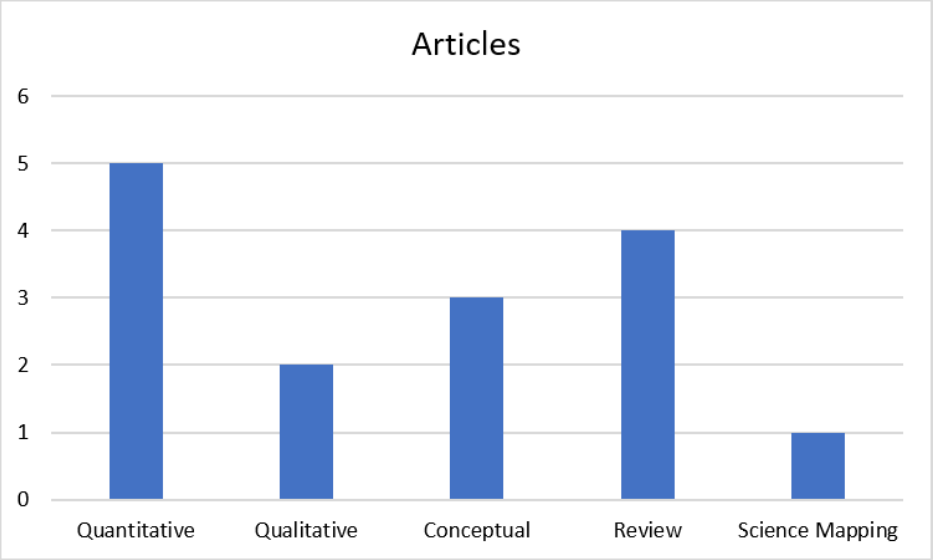


Figure 2. Research Method Distribution Graphic

Quantitative approaches dominated the selected literature, suggesting that empirical validation remains the primary approach for investigating AI implementation in digital marketing.

Main Outcomes on Customer Satisfaction

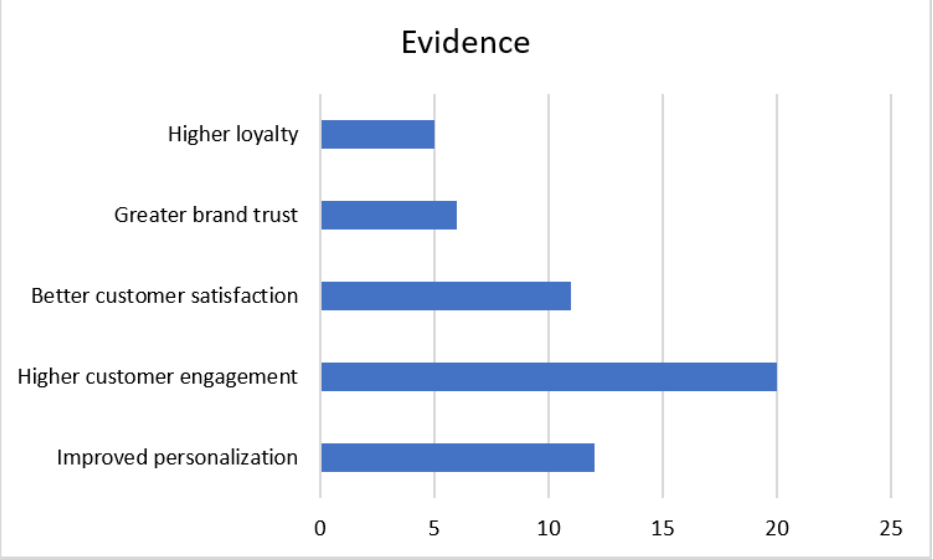


Figure 3. Synthesis Outcomes on Customer Satisfication

Across the reviewed studies, AI consistently improved customer satisfaction through personalized recommendations, real-time interactions, predictive decision support, and enhanced customer engagement. However, several studies emphasized that the positive impact depends on organizational readiness, transparency, ethical AI governance, and consumer trust.

Discussion

AI-Driven Personalization Improves Customer Satisfaction

The findings of this review consistently indicate that AI-driven personalization is the primary mechanism through which artificial intelligence enhances customer satisfaction. Across the reviewed studies, AI enables organizations to analyze customer behavior, purchasing history, and online interactions to deliver personalized recommendations and marketing communications. Roy et al. (2025) found that AI strengthens relationship marketing by improving customer understanding and enabling more individualized interactions.

Similarly, Alaoui et al. (2026) argued that successful AI personalization depends on organizational capability, customer trust, and data privacy. Emon (2026) further demonstrated that AI marketing capabilities indirectly improve customer satisfaction by strengthening brand trust, while Yaiprasert & Hidayanto (2023) showed that machine-learning recommendation systems significantly increase recommendation accuracy and marketing effectiveness. Likewise, Mohd Amin et al. (2025) emphasized that AI improves marketing efficiency through predictive analytics and personalized customer experiences.

These findings are consistent with Huang (2021), who argued that AI has transformed marketing from mass communication toward intelligent personalization based on consumer behavior. Similarly, Davenport et al. (2020) suggested that AI enables organizations to anticipate customer needs before explicit requests are made, thereby increasing customer satisfaction and loyalty. Therefore, personalization should be considered the core capability of AI-enabled digital marketing rather than merely a technological feature.

AI Enhances Customer Experience Throughout the Customer Journey

Beyond personalization, the reviewed studies demonstrate that AI contributes to customer satisfaction by improving customer experience across multiple stages of the customer journey. Dewanti & Ikhsan (2025) found that AI chatbots improve customer experience through competent and human-like interactions.

Salih et al. (2026) reported that generative AI supports automated content creation and customer engagement, while De Bock et al. (2026) highlighted the growing role of AI across branding, customer relationship management, and content marketing. Dwivedi et al. (2022) also explained that AI integrated with immersive digital technologies creates richer customer experiences. In addition, Yaiprasert & Hidayanto (2023) demonstrated that AI recommendation systems enhance decision-making by providing more relevant product suggestions.

These findings support the customer journey framework proposed by Lemon & Verhoef (2016), which suggests that customer experience is formed through interactions occurring before, during, and after purchase. Consequently, AI enables organizations to maintain continuous engagement throughout the entire customer journey, ultimately improving customer satisfaction and long-term loyalty.

Customer Trust and Ethical AI Determine the Success of AI Implementation

Although AI provides substantial benefits, the reviewed studies consistently indicate that customer trust is a prerequisite for successful AI implementation. Alaoui et al. (2026) emphasized that consumer trust and privacy protection determine whether AI-driven personalization generates positive outcomes. Similarly, Emon (2026) found that brand trust mediates the relationship between AI capabilities and customer advocacy.

Nyagadza et al. (2026) also identified trust as a dominant factor in AI-enabled social commerce. However, several studies highlighted ethical concerns that may reduce customer acceptance. Hari et al. (2025) identified privacy, transparency, fairness, and algorithmic bias as major barriers to AI adoption, while Van Doan et al. (2026) demonstrated that deepfake advertising may reduce customer trust when

transparency is insufficient. Kopalle et al. (2022) further argued that AI adoption is influenced by differences in privacy regulations and organizational readiness across countries.

These findings are supported by Jobin et al. (2019), who emphasized that responsible AI implementation should prioritize transparency, accountability, fairness, and privacy. Therefore, organizations should balance technological innovation with ethical governance to sustain customer trust and satisfaction.

Future Directions of AI in Digital Marketing

The reviewed studies indicate that AI applications continue to evolve beyond recommendation systems and chatbots toward more advanced technologies, including generative AI, social commerce intelligence, predictive analytics, and immersive digital environments. De Bock et al. (2026) proposed that AI has become integrated across nearly all marketing functions, while Salih et al. (2026) identified generative AI as one of the most transformative technologies for content creation and campaign management.

Dwivedi et al. (2022) suggested that AI combined with virtual environments will reshape customer engagement strategies, whereas Nyagadza et al. (2026) highlighted the rapid expansion of AI research in social commerce. Furthermore, Aljarboa (2024) demonstrated that organizational capability and entrepreneurial orientation significantly influence successful AI adoption among SMEs.

Overall, the reviewed evidence suggests that AI should be viewed not only as a technological innovation but also as a strategic capability that enhances customer satisfaction through personalization, intelligent automation, and customer-centered decision-making. Future research should further investigate the long-term effects of generative AI, explainable AI, and ethical governance on customer behavior across different industrial contexts.

Conclusion

This systematic literature review synthesized evidence from fifteen studies published between 2022 and 2026 to examine the implementation of Artificial Intelligence (AI) in digital marketing and its impact on customer satisfaction. The findings indicate that AI has become a strategic capability that enables organizations to enhance marketing performance through personalized recommendations, predictive analytics, intelligent automation, conversational agents, and customer-centered decision-making. Across the reviewed studies, AI consistently contributed to higher customer satisfaction by improving service responsiveness, personalization, customer engagement, and overall customer experience throughout the customer journey.

However, the review also reveals that the successful implementation of AI extends beyond technological capability. Customer trust, organizational readiness, transparency, ethical governance, and data privacy protection emerged as critical factors influencing whether AI-driven marketing initiatives translate into positive customer outcomes. These findings suggest that organizations should adopt AI not merely as an automation tool but as a customer-centric strategic resource that balances technological innovation with responsible and ethical business practices.

This review contributes to the growing body of knowledge by integrating evidence from multiple AI applications, including recommendation systems, AI chatbots, predictive analytics, generative AI, social commerce, and marketing automation, into a comprehensive understanding of how AI enhances customer satisfaction. The synthesis also highlights the multidisciplinary nature of AI research and demonstrates that future digital marketing strategies should combine technological advancement with trust-building mechanisms and ethical AI governance to achieve sustainable competitive advantage.

Although this review provides a comprehensive synthesis of recent literature, it is limited to studies indexed in the Scopus database and published in English between 2022 and 2026. Future research is encouraged to include additional databases such as Web of Science, ScienceDirect, or IEEE Xplore,

expand the geographical scope of analysis, and investigate the long-term impact of emerging AI technologies, including explainable AI, generative AI, and autonomous marketing systems, on customer behavior and business performance across different industries.

Recommendations

This study recommends that organizations adopt Artificial Intelligence (AI) as a strategic capability that enhances customer satisfaction through personalization, predictive analytics, intelligent automation, and customer-centered marketing strategies. However, AI implementation should be accompanied by transparent data governance, ethical AI practices, and privacy protection to strengthen customer trust and ensure sustainable business performance.

For researchers, future studies are encouraged to expand the scope of systematic reviews by including additional databases such as Web of Science, IEEE Xplore, and ScienceDirect, as well as investigating emerging AI technologies, including explainable AI, generative AI, and autonomous marketing systems. Future empirical research may also compare AI implementation across different industries and countries to better understand contextual factors influencing customer satisfaction.

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