



Challenges and Opportunities of AI Adoption in Electronic Goods Marketing: Insights from Marketers in Chhattisgarh

Vinod Kumar Pandey, Research Scholar, Amit Kumar Agrawal, Ph.D., Research Supervisor
Department of Commerce
Agrasen Mahavidyalaya, Purani Basti, Raipur, Chhattisgarh, INDIA

ORIGINAL ARTICLE



Authors

Vinod Kumar Pandey, Research Scholar
Amit Kumar Agrawal, Ph.D., Supervisor
E-mail : vinodpandey2878@gmail.com

shodhsamagam1@gmail.com

Received on : 16/07/2026
Revised on : 17/09/2026
Accepted on : 27/09/2026
Overall Similarity : 02% on 19/09/2026



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ABSTRACT

In marketing, artificial intelligence (AI) has become a game-changer, allowing businesses to foresee market trends, streamline processes, and customize customer experiences. Improved shopping experiences benefit customers, but incorporating AI into marketing campaigns presents both benefits and challenges for marketers. The acceptance, implementation challenges, and ethical considerations of AI in marketing practices are the main topics of this study, which looks at the viewpoints of marketers in the electronic goods industry in Chhattisgarh. 50 electronic goods marketers from various areas participated in a structured survey using convenience sampling. Marketers recognize the significant potential of AI in domains including supply chain optimization, consumer engagement, personalized recommendations, and predictive analytics, according to the report, which is backed by descriptive statistics and qualitative insights. Significant obstacles were found, nevertheless, such as high implementation costs, problems with data quality, a lack of qualified staff, and worries about consumer privacy. Adoption is made more difficult by ethical conundrums like algorithmic bias and transparency. The findings should be read as indicative of a small, convenience-sampled group of marketers in Chhattisgarh rather than as generalizable to the wider industry. Within this scope, AI appears to offer a competitive edge by increasing productivity and customer satisfaction, but its effective application necessitates investment in infrastructure, ethical frameworks, and training. The study highlights the necessity of cooperative approaches to fully realize AI's potential in local markets and offers practical insights for marketers, policymakers, and technology providers.

KEY WORDS

Chhattisgarh, Artificial Intelligence, Electronic Products Marketing, Marketers Views, Predictive Analytics, Ethical Challenges

INTRODUCTION

Artificial Intelligence (AI) is now one of the most pervasive technologies changing the way marketing approaches are being formulated globally. For electronics products, a sector with high velocities of innovation and competition, AI is a valuable asset that enables marketers to enhance decision-making, predict demand, and provide tailor-made customer experiences. Uses including predictive analytics, chatbots, recommendation engines, and automated customer service platforms allow companies to create more meaningful relationships with consumers while maximizing internal processes (Shankar, 2018).

Though having revolutionary potential, AI adoption is not trouble-free. It demands massive investment in infrastructure, trained manpower, and quality data. Furthermore, marketers also have to deal with ethical issues, such as consumer privacy, transparency of algorithms, and the risk of manipulation (Gupta & Sharma, 2023). Such hurdles tend to confine smaller companies in emerging economies from realizing the full potential of AI, even though it is strategically significant to them.

In India, the digital economy is growing fast, with states such as Chhattisgarh witnessing an upswing in online purchases of electronic items through enhanced connectivity, urbanization, and greater consumer awareness. Marketers in the region are being exposed increasingly to international digital trends but also have to contend with indigenous limitations such as low resources, consumer distrust, and regulatory vagaries. Appreciation of their worldview is essential to determine real-world opportunities and pitfalls in integrating AI into regional markets.

This research particularly addresses marketers' perspectives, seeking to explore:

- The most widely accepted AI technologies being used in marketing electronic products.
- The problems marketers encounter in using AI technologies, such as expense, talent, and moral issues.
- The possibilities that AI offers for enhancing efficiency, customization, and competition.
- Methods of balancing customer interactions with moral and ethical AI methods.

By answering these goals, the research adds to bridging the gap in literature that has largely centered on consumer adoption but undertreated the experiences of marketers in emerging markets. The implications derived from it can guide both managerial action and policy initiatives so that AI incorporation in the marketing of electronic goods is sustainable, ethical, and responsive to regional realities.

Literature Review

Artificial Intelligence (AI) has gained prominence in marketing, offering firms new ways to optimize strategies, improve customer relations, and streamline operations. However, the adoption of AI in marketing also introduces challenges related to resources, ethics, and consumer trust. This section reviews key contributions from the literature relevant to marketers' adoption, challenges, and opportunities associated with AI in electronic goods marketing.

AI Adoption in Marketing

Kumar and Gupta (2020) emphasized the importance of chatbots in modern marketing strategies, noting their potential to streamline customer interactions and reduce operational costs for companies in the electronics sector. Similarly, Smith and Chang (2021) observed that predictive analytics enables firms to anticipate consumer needs and manage inventory more efficiently, which enhances marketing effectiveness. These studies indicate that marketers perceive AI as a driver of efficiency and competitive advantage when applied effectively.

Chen et al. (2023) further demonstrated the role of machine learning in analyzing customer data to forecast trends, enabling firms to remain competitive in fast-changing markets. This highlights that for electronic goods marketers, where innovation cycles are short, AI adoption can be particularly valuable in shaping real-time marketing responses.

Opportunities Created by AI in Marketing

Huang and Rust (2018) argued that AI fosters a shift from traditional marketing to service-driven personalization, creating opportunities for deeper consumer engagement. Hussien et al. (2021) supported this view, finding that AI-enabled personalization not only improves consumer satisfaction but also helps marketers develop long-term loyalty strategies. For marketers in the electronics industry, such opportunities are especially relevant given the need to differentiate brands in a saturated market.

Kim and Lee (2022) also emphasized AI's role in enhancing consumer engagement, showing that personalized recommendations and intelligent service delivery tools contribute to stronger brand relationships. These studies collectively suggest that AI represents an opportunity for marketers to align business efficiency with improved customer experiences.

Challenges of AI Adoption

Despite its opportunities, AI adoption faces notable challenges. Kim and Lee (2019) identified barriers such as high implementation costs, lack of skilled human resources, and data quality issues as critical constraints in the electronics industry. Similarly, Liao et al. (2020) highlighted that the success of AI adoption depends heavily on user experience design and the quality of data, both of which require substantial investment from marketers.

Ethical challenges further complicate AI integration. Gupta and Sharma (2023) highlighted concerns over privacy violations, algorithmic bias, and manipulation risks. Gursoy et al. (2019) added that companies adopting AI must ensure transparency and accountability in order to avoid undermining consumer trust. These ethical concerns are particularly pressing for marketers operating in regions where digital literacy may be uneven, increasing the risk of consumer skepticism.

Research Gap

While existing literature extensively examines consumer adoption of AI technologies, fewer studies focus on the marketers' perspective, especially in regional markets such as Chhattisgarh. The balance between opportunities (personalization, efficiency, consumer engagement) and challenges (cost, skills, ethics) has not been systematically explored in such contexts. This study therefore contributes by analyzing marketers' experiences in adopting AI for electronic goods marketing in Chhattisgarh, thereby addressing both practical and theoretical gaps.

Research Methodology

Research Design

This study adopts a descriptive and exploratory research design to understand marketers' perspectives on the adoption of Artificial Intelligence (AI) in the marketing of electronic goods. The purpose is to identify the opportunities created by AI as well as the challenges and constraints faced by marketers in implementing AI technologies.

Scope of the Study

The research is limited to marketers of electronic goods in Chhattisgarh, a state experiencing rapid growth in digital adoption. The scope includes firms that sell electronic goods online or use AI-enabled platforms for marketing and consumer engagement.

Population and Sampling

The population for this study comprises all electronic goods marketers operating in Chhattisgarh who employ or intend to employ AI technologies in their marketing practices. A convenience sampling method was used due to the limited availability and accessibility of marketers in the region.

Sample Size

A total of 50 marketers from different districts of Chhattisgarh were selected. The sample size was considered adequate for generating exploratory insights into the adoption and implementation of AI in electronic goods marketing; findings should nonetheless be treated as indicative rather than statistically generalizable given the sample size and non-probability sampling method.

Data Sources

- **Primary Data:** Collected through a structured questionnaire administered to marketers.
- **Secondary Data:** Gathered from published journals, reports, articles, and case studies relating to AI in marketing, ethical challenges, and organizational adoption strategies.

Research Instrument

A semi-structured questionnaire was developed, consisting of two parts:

- **Marketer Demographics:** Type of firm, size, and years of operation.
- **AI Usage and Perspectives:** Multiple-choice and Likert-scale questions covering awareness, adoption levels, perceived benefits, challenges, ethical concerns, and future strategies.

Data Collection Procedure

Data were collected through direct contact with marketers, supplemented by online distribution via email and Google Forms. Respondents were assured confidentiality, and informed consent was obtained before data collection.

Statistical Tools and Techniques

Collected data were analyzed using SPSS with the following techniques:

- **Descriptive Statistics:** To summarize the extent of AI adoption, perceived opportunities, and key challenges.
- **Frequency Analysis:** To identify the most common AI applications used by marketers.
- **Cross-tabulation:** To explore relationships between firm size and level of AI adoption.
- **Qualitative Analysis:** To interpret open-ended responses about barriers, opportunities, and ethical considerations.

Hypotheses Tested

The following hypotheses were formulated to guide the quantitative analysis:

H₀₁: There is no significant difference in the adoption of AI technologies among electronic goods marketers in Chhattisgarh.

H₀₂: Ethical challenges (privacy, bias, manipulation) have no significant impact on marketers' willingness to adopt AI.

A third area of interest — AI's perceived effect on operational efficiency is examined as a qualitative research theme rather than a formally tested hypothesis, since the questionnaire did not include a dedicated quantitative measure of perceived efficiency gains (see Results, Section 3, and Limitations below).

Limitations of Methodology

The study is limited to 50 marketers, which restricts generalization beyond Chhattisgarh. The use of convenience sampling may introduce bias in respondent selection. Additionally, some responses may reflect optimism bias as firms may underreport ethical concerns to present a positive image. Chi-square tests reported in the Results section were computed from the published aggregate percentages converted to frequency counts, not from paired respondent-level raw data; this is a simplification that should be validated against the original SPSS dataset where available. The questionnaire also did not include a dedicated item measuring perceived operational-efficiency gains; this theme is therefore reported descriptively from open-ended responses rather than statistically tested.

Results & Analysis

The survey responses from 50 marketers across various districts of Chhattisgarh were analyzed using descriptive statistics, frequency distribution, cross-tabulation, and qualitative theme analysis. The results highlight both the adoption levels of AI tools in electronic goods marketing and the key challenges and opportunities identified by firms in integrating these technologies.

1. Adoption of AI Tools by Marketers

Table 1: Adoption of AI Technologies in Marketing (N=50)

AI Application	Adopted Frequently (%)	Adopted Occasionally (%)	Not Adopted (%)
Chatbots for Customer Queries	62	20	18
Personalized Recommendations	54	28	18
Predictive Analytics (Demand Forecasting)	48	22	30
Virtual Assistants for Marketing	26	30	44
AI in Supply Chain Optimization	38	26	36

(Source: Primary Data)

Analysis: The data reveals that chatbots (62%) and personalized recommendations (54%) are the most commonly adopted AI tools, reflecting marketers' emphasis on consumer engagement. Predictive analytics (48%) is moderately adopted, with marketers citing resource and skill constraints. Virtual assistants and supply chain optimization are less widely adopted, suggesting limited readiness for more advanced AI applications.

2. Perceived Challenges in AI Adoption

Table 2: Marketers' Perceptions of Challenges in AI Adoption (N=50)

Challenge	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
High Cost of Implementation	52	28	12	6	2
Lack of Skilled Personnel	48	34	10	6	2
Data Quality Issues	40	36	14	6	4
Privacy and Ethical Concerns	44	30	16	8	2
Resistance to Organizational Change	28	32	24	12	4

(Source: Primary Data)

Analysis: The findings suggest that the high cost of implementation (52% strongly agree) and lack of skilled personnel (48% strongly agree) are the most significant barriers to AI adoption. Concerns regarding data quality and ethical issues, such as privacy and transparency, were also prevalent. Resistance to change was relatively less significant but still evident in some organizations.

3. Opportunities Identified by Marketers (Qualitative Theme Analysis)

Open-ended responses were analyzed thematically and grouped into three recurring opportunity areas. These themes are reported descriptively as a qualitative account of how marketers talk about AI's benefits rather than as statistically tested outcomes, since the questionnaire did not ask marketers to rate these benefits on a quantitative scale:

- **Enhanced Customer Engagement:** Marketers frequently described personalized recommendations and chatbots as improving brand interaction and consumer loyalty.
- **Operational Efficiency:** Several marketers linked predictive analytics to better demand forecasting and inventory management, describing time and effort saved in planning stock and campaigns.
- **Competitive Advantage:** Early adopters of AI expressed the view that using these tools differentiates their business in a crowded marketplace.

Because these are qualitative impressions volunteered by a subset of respondents rather than responses to a scaled survey item, they should be read as illustrative of marketers' perceptions rather than as evidence of a measured, generalizable effect. A structured efficiency-outcome item (e.g., a 5-point scale asking marketers to rate perceived change in operating time or cost since adopting AI) is recommended in future research to test this theme quantitatively.

Hypothesis Testing

Statistical Note: The reported percentages in Tables 1 and 2 were converted back into equivalent frequency counts (N=50 per item) and analyzed using chi-square tests (Python/SciPy). This treats the published aggregate

percentages as a contingency table across items; it does not have access to respondent-level (paired) raw data, which is noted as a limitation above.

H₀₁: There is no significant difference in the adoption of AI technologies among electronic goods marketers in Chhattisgarh.

A chi-square test of homogeneity was run on Table 1 (5 AI applications $\times$ 3 adoption levels, N=250). The test found a statistically significant difference in adoption patterns across the five AI applications: $\chi^2(8, N=250) = 18.85, p = .016$. Chatbots (62% adopted frequently) and personalized recommendations (54%) were adopted at substantially higher rates than virtual assistants (26%) and AI-driven supply chain optimization (38%).

Decision: H₀₁ is rejected. Adoption levels differ significantly across AI application types ($p < .05$).

H₀₂: Ethical challenges (privacy, bias, manipulation) have no significant impact on marketers' willingness to adopt AI.

A chi-square goodness-of-fit test was run on the "Privacy and Ethical Concerns" row of Table 2 against a uniform (no-preference) distribution across the five response categories. The result was highly significant: $\chi^2(4, N=50) = 29.00, p < .001$. Responses were heavily concentrated in "Strongly Agree" and "Agree" (74% combined) versus "Disagree" and "Strongly Disagree" (10% combined), indicating marketers' concern about privacy and ethics is a genuine, non-random pattern rather than an artifact of chance.

Decision: H₀₂ is rejected in the sense that ethical concerns are a statistically salient factor among marketers ($p < .001$). A caveat applies: this test establishes that the concern itself is significant and non-random, not a direct statistical association between an individual marketer's concern level and their adoption decision that would require paired respondent-level data linking the two variables, which was not available from the published aggregate tables.

Supplementary check: A homogeneity test comparing all five challenges in Table 2 (5 challenges $\times$ 5 agreement levels) found no significant difference in the shape of responses across challenge types, $\chi^2(16, N=250) = 11.11, p = .80$ — i.e., cost, skills, data quality, ethics, and resistance to change were all endorsed with a similarly skewed "agree" pattern, with no single barrier standing out as statistically distinct from the others.

Discussion

The results of this study provide important insights into how electronic goods marketers in Chhattisgarh perceive the adoption of Artificial Intelligence (AI) in their marketing strategies. While the findings confirm AI's role as a driver of efficiency and consumer engagement, they also highlight structural, ethical, and resource-related challenges that limit its full potential.

Adoption Patterns of AI Tools

The greater adoption of chatbots and personalized suggestions demonstrates that marketers value consumer-facing AI applications, which have a direct impact on engagement and sales. This is consistent with Kumar and Gupta (2020), which documented that chatbots simplify interactions and enhance customer satisfaction. The moderate use of predictive analytics likewise substantiates Smith and Chang's (2021) claim that demand forecasting and data-driven targeting are increasingly gaining traction with firms. Yet, the comparatively low usage of virtual assistants and AI supply chain tools indicates that most companies in regional markets are still hesitant to invest in sophisticated technologies because of cost and resource limitations.

Challenges in AI Adoption

The most compelling barriers found were implementation costs and absence of skilled staff, which are consistent with Kim and Lee's (2019) conclusion that the critical challenge for electronics firms is resource intensity. Furthermore, poor-quality data were consistently recognized, being in line with Liao et al. (2020), who posited that AI technologies are dependent on high-quality, inclusive datasets to perform effectively.

Ethical issues, including privacy and transparency, were present as well. These results resonate with Gupta and Sharma (2023), who highlighted the need for ethical frameworks to prevent consumer data misuse and reduce algorithmic bias. The marketers' feedback indicates that although they see the potential of AI, unaddressed ethical concerns might undermine consumer confidence and restrict implementation.

Opportunities for Marketers

Notwithstanding these barriers, the qualitative theme analysis suggests that marketers perceive AI as a means to gain competitive edge, specifically through personalization and efficiency. Huang and Rust (2018) outlined that AI revolutionizes marketing by making service-led personalization possible, something which was reinforced by Hussien et al. (2021), who documented its beneficial effect on consumer loyalty. In the case of Chhattisgarh, marketers pointed out that early movers have an opportunity to stand out in a fast-digitizing market. The operational-efficiency theme in particular aligns with Smith and Chang's (2021) findings on predictive analytics, though as noted in the Results this remains a descriptive impression rather than a statistically tested effect in the present study.

Theoretical Implications

The results can be understood with reference to the Resource-Based View (RBV), according to which firms achieve competitive edge by utilizing scarce resources like information and technological capability efficiently. This research indicates that with inadequate infrastructure and skill investments, these resources risk being under-utilized. From an Institutional Theory perspective, environmental pressures in the form of customer expectations, competitive pressures, and regulatory demands considerably influence AI adoption decisions.

CONCLUSION & IMPLICATIONS

This study investigated the adoption of Artificial Intelligence (AI) in electronic goods marketing from the perspective of marketers in Chhattisgarh. The findings reveal a nuanced landscape where AI presents both significant opportunities and substantial challenges. Marketers widely recognize the benefits of AI in enhancing customer engagement, streamlining operations, and providing competitive differentiation. Applications such as chatbots and personalized recommendation engines are frequently adopted, reflecting the priority given to customer-facing technologies that directly influence satisfaction and loyalty.

However, adoption is constrained by resource limitations, particularly high implementation costs and a shortage of skilled personnel. Data quality concerns and organizational resistance further impede effective integration of AI tools. Statistical testing confirmed that adoption levels differ significantly across AI application types (H_{01} rejected, $p = .016$) and that ethical concerns are a statistically salient, non-random factor among marketers (H_{02} rejected, $p < .001$). A third theme — AI's perceived effect on operational efficiency emerged clearly from marketers' open-ended responses but was examined qualitatively rather than statistically, since the survey did not include a specific scaled measure of perceived efficiency gains; quantifying this theme is recommended as a direction for future research.

Overall, the study concludes that while AI can serve as a powerful driver of efficiency, personalization, and competitive advantage in electronic goods marketing, its benefits can only be fully realized through strategic investment in infrastructure, skill development, and ethical frameworks. Early adopters who successfully navigate these challenges are likely to achieve a sustainable edge in a rapidly digitizing market.

Practical Implications

- Prioritize scalable, customer-facing AI applications (chatbots, recommendation engines) before expanding into advanced tools like predictive analytics and virtual assistants.
- Invest in workforce training and capacity-building to address the shortage of skilled personnel.
- Partner with technology providers to reduce implementation friction and access technical support.
- Establish clear, transparent data-use and privacy policies to build consumer trust.
- Adopt AI incrementally, phased to match available resources and organizational readiness.

Theoretical Implications

- **Resource-Based View (RBV):** competitive advantage depends on firms' ability to effectively leverage technological and human resources; inadequate infrastructure or skills limit returns on AI investment.

- **Institutional Theory:** customer expectations, regulatory requirements, and competitive pressures shape AI adoption decisions, underscoring the need for firms to respond to institutional as well as market demands.

Policy Implications

- Government and industry bodies could offer subsidies, training programs, or incentives to help small and medium-sized enterprises adopt AI more effectively.
- Clear data-protection regulations and ethical standards can foster consumer confidence in digital marketing practices.

In conclusion, the research emphasizes that AI adoption in electronic goods marketing is not merely a technological endeavor but a strategic, ethical, and resource-driven process. Firms that combine technical investment with skill development and ethical practices are positioned to maximize AI's potential while sustaining consumer trust and market relevance.

Ethics, Conflict of Interest and Data Availability

Ethics Statement: Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. Respondent identities and firm-level data were kept confidential and reported only in aggregate form.

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