

Role and Impact of Artificial Intelligence in Sales and Distribution Management

Authors : Kiran Nair, Jincy George, Suhaib Anagreh

Abstract : Artificial intelligence (AI) in a marketing context is a form of a deterministic tool designed to optimize and enhance marketing tasks, research tools, and techniques. It is on the verge of transforming marketing roles and revolutionize the entire industry. This paper aims to explore the current dissemination of the application of artificial intelligence (AI) in the marketing mix, reviewing the scope and application of AI in various aspects of sales and distribution management. The paper also aims at identifying the areas of the strong impact of AI in factors of sales and distribution management such as distribution channel, purchase automation, customer service, merchandising automation, and shopping experiences. This is a qualitative research paper that aims to examine the impact of AI on sales and distribution management of 30 multinational brands in six different industries, namely: airline; automobile; banking and insurance; education; information technology; retail and telecom. Primary data is collected by means of interviews and questionnaires from a sample of 100 marketing managers that have been selected using convenient sampling method. The data is then analyzed using descriptive statistics, correlation analysis and multiple regression analysis. The study reveals that AI applications are extensively used in sales and distribution management, with a strong impact on various factors such as identifying new distribution channels, automation in merchandising, customer service, and purchase automation as well as sales processes. International brands have already integrated AI extensively in their day-to-day operations for better efficiency and improved market share while others are investing heavily in new AI applications for gaining competitive advantage.

Keywords : artificial intelligence, sales and distribution, marketing mix, distribution channel, customer service

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