

## The Impact of Artificial Intelligence on Marketing Principles and Targets

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**Abstract :** Experiential marketing means an unforgettable experience that remains deeply anchored in the customer's memory. Furthermore, customer satisfaction is defined as the emotional response to the experiences provided that relate to specific products or services purchased. Therefore, experiential marketing activities can influence the level of customer satisfaction and loyalty. In this context, the study aims to examine the relationship between experiential marketing, customer satisfaction and loyalty of beauty products in Konya. The results of this study showed that experiential marketing is an important indicator of customer satisfaction and loyalty and that experiential marketing has a significant positive impact on customer satisfaction and loyalty.

**Keywords :** sponsorship, marketing communication theories, marketing communication tools internet, marketing, tourism, tourism management corporate responsibility, employee organizational performance, internal marketing, internal customer experiential marketing, customer satisfaction, customer loyalty, social sciences.

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