IJARSCT



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

 $International\ Open-Access,\ Double-Blind,\ Peer-Reviewed,\ Refereed,\ Multidisciplinary\ Online\ Journal\ Multidisciplinary\ Online\ Multidisciplinary\ O$

Volume 5, Issue 3, January 2025

Artificial Intelligence's Detrimental Effects on Digital Marketing via Social Media Platforms and Case Studies

Surabhi NV and Arun Ajith K

Assistant Professor, Department of Commerce Sree Narayana College Nattika, Thrissur, Kerala

Abstract: Digital marketing has seen a rapid transformation due to artificial intelligence (AI), particularly on social media platforms. Although it has many benefits, such as data-driven decision making, automation, and personalized experiences, the drawbacks are frequently outweighed by the positives. The negative consequences of AI on digital marketing strategies, namely through social media channels, are examined in this study. It looks at topics including privacy issues, the propagation of false information, moral dilemmas, and the decline of real human connection in marketing tactics. The effects of integrating AI into these platforms are demonstrated through case studies from businesses such as Facebook, Twitter, and YouTube.

DOI: 10.48175/IJARSCT-23157

Keywords: Artificial Intelligence, Digital Marketing, Social media platforms

