

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

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**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.*

**Keywords:** Artificial Intelligence, Digital Marketing, Social media platforms