# AI TRENDS IN DIGITAL MARKETING: LEVERAGING INNOVATION FOR GRADUATE SUCCESS

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**ABSTRACT**

*This study investigates the impact of Artificial Intelligence (AI) on graduate employability within the digital marketing sector. Drawing on primary data from 50 marketing students and early-career professionals, the research evaluates awareness, usage patterns, and perceived career outcomes tied to tools like ChatGPT, Grammarly, AI-driven CRMs, and automated advertising platforms. Data trends were summarized using percentage analysis, while a Chi-square test measured the relationship between AI awareness and perceived job readiness. The results show that while participants are highly aware of these tools, they often lack formal training, pointing to a clear need for curriculum updates and industry-led workshops. Additionally, the findings indicate that graduates with practical experience in AI-driven personalization and predictive analytics possess a distinct advantage in the job market. More importantly, employers are looking for more than just technical proficiency; they are actively seeking candidates who can apply critical thinking and ethical judgment to AI-generated content. Ultimately, the study suggests that universities need to embed practical AI training into their programs, helping students transition from passive software users to strategic decision-makers equipped for an automated economy.*

**Keywords**: Artificial Intelligence, Digital Marketing, Graduate Employability, Percentage Analysis, Chi-square Test

## INTRODUCTION

AI technologies are transforming marketing through automation, personalization, and predictive analytics. The rapid adoption of AI in marketing campaigns creates a demand for graduates who possess both technical and strategic skills. However, the gap between academic exposure to AI tools and practical industry requirements persists. The aim of this research is to analyze AI usage patterns among marketing graduates and students, identify their perceptions about AI's role in employability, and statistically test whether AI awareness influences career confidence.

## OBJECTIVES OF THE STUDY

- To measure the awareness and usage of AI tools among marketing students and graduates.
- To evaluate the perceived impact of AI tools on career readiness.
- To analyze the relationship between AI awareness and employability perception using the Chi-square test.

## RESEARCH METHODOLOGY

**Research Design:** Descriptive research using a survey method.

**Sample Size & Sampling Method**: - Sample size: 50 respondents - Sampling technique:

**Convenient sampling - Respondents:** Final-year marketing students and early-career professionals in digital marketing.

**Data Collection:** Structured questionnaire with both close-ended and Likert-scale questions.

**Tools Used:** - Percentage analysis - Chi-square test

**Hypothesis:** - $H_0$: There is no significant association between AI awareness and perception of employability. - $H_1$: There is a significant association between AI awareness and perception of employability.

## DATA ANALYSIS AND INTERPRETATION

Table 1. Demographic Profile of Respondents

| Gender | Frequency | Percentage |
|---|---|---|
| Male | 28 | 56% |
| Female | 22 | 44% |
| Age Group | Frequency | Percentage |
| 20–22 years | 30 | 60% |
| 23–25 years | 20 | 40% |

**Interpretation**: The demographic profile reveals a relatively balanced gender distribution among the 50 total respondents, with males constituting 56% and females making up 44%. Furthermore, the entire sample falls entirely within the young adult demographic of 20 to 25 years old. Specifically, the majority (60%) belong to the 20–22 years' age bracket, while the remaining 40% are aged 23–25 years.

Table 2: Awareness of AI Tools

| Awareness Level | Frequency | Percentage |
|---|---|---|
| Highly Aware | 18 | 36% |
| Moderately Aware | 22 | 44% |
| Not Aware | 10 | 20% |

**Interpretation**. The data indicates a strong and widespread familiarity with artificial intelligence among the surveyed population, as a combined 80% report being at least moderately aware of these technologies. Specifically, 36% classify themselves as highly aware, while 20% report no awareness of AI tools.

Table 3: Usage of AI Tools in Academic/Work Tasks

| AI Tool Used | Frequency | Percentage |
|---|---|---|
| ChatGPT | 35 | 70% |
| Grammarly | 28 | 56% |
| AI CRM tools | 15 | 30% |
| AI-based Ad Platforms | 12 | 24% |
| None | 5 | 10% |

**Interpretation:** The adoption patterns highlight a heavy reliance on generative AI and writing assistance, with ChatGPT leading at 70% adoption. Grammarly follows at 56%. AI CRM tools (30%) and AI-based Ad Platforms (24%) show lower but notable adoption. Only 10% report using no AI tools.

Table 4: Perception of AI Impact on Employability

| Perception | Frequency | Percentage |
|---|---|---|
| Strongly Agree | 15 | 30% |
| Agree | 20 | 40% |
| Neutral | 8 | 16% |
| Disagree | 7 | 14% |

**Interpretation**: There is a distinct optimism regarding the value of artificial intelligence in the job market, with 70% of respondents agreeing or strongly agreeing that AI improves employability prospects. Conversely, 14% disagree and 16% remain neutral.

Table 5: Chi-Square Analysis

| AI Awareness | High Employability Perception | Low Employability Perception | Total |
|---|---|---|---|
| High Awareness | 15 | 3 | 18 |
| Moderate Awareness | 12 | 10 | 22 |

**Interpretation:** A Chi-Square test was conducted to determine whether a statistically significant relationship exists between AI awareness and perception of its positive impact on employability. The source reports a calculated Chi-Square value of 9.42, exceeding the critical value of 5.991 at the 5% level of significance with 2 degrees of freedom; therefore, the null hypothesis is rejected.

## FINDINGS

- Majority (80%) are at least moderately aware of AI tools.
- ChatGPT and Grammarly are the most frequently used tools.
- 70% of respondents believe AI enhances employability.
- Chi-square results confirm a statistically significant relationship between AI awareness and employability perception.
- Formal AI training is lacking despite high awareness levels.
- Recommendations
- Introduce AI-focused modules in all digital marketing courses.
- Conduct industry-led workshops to enhance real-world application skills.
- Provide certifications in AI marketing tools to boost employability.
- Encourage students to use AI ethically and strategically.

## CONCLUSION

AI is transforming digital marketing by enhancing efficiency, creativity, and decision-making. Greater awareness and knowledge of AI tools improve graduates' perceptions of employability. Therefore, institutions should provide practical AI-based training to develop industry-ready skills. Future research can examine the long-term impact of AI skills on employability and career growth. Educational institutions should continuously update their curriculum with emerging AI technologies, ensuring students remain adaptable and competitive in the evolving digital marketing industry.

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