

Artificial Intelligence and Product Promotion in Nigeria: Potentials and Challenges

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Received: 12.03.2026 | Revised: 14.03.2026 | Accepted: 18.03.2026

Abstract

Purpose: This study assessed how Artificial Intelligence (AI) contributes to the manufacturing of products as well as distribution of products by companies, which are located in Nigeria. Particularly, the research analyzes the advantages of AI in promotion effectiveness enhancement, barriers to its implementation, analyzes the role of AI in consumer interaction and sales performance, and the factors that contribute to successful AI implementation in marketing strategies.

Method: Using a descriptive survey design, 150 marketing managers, digital marketers and business owners in Lagos, Abuja and Port Harcourt were surveyed using a structured questionnaire that contained Likert-scale and open-ended questions. The trends in AI use were summarized using descriptive statistics (means, percentages, standard deviation) and the relationships between AI adoption, promotional performance, consumer interaction and sales were tested using inferential statistics (correlation and regression analysis).

Result: The findings show that AI has a significant enhancement effect on targeting accuracy ($M = 4.10$), personalized marketing ($M = 4.30$), and customer contact ($M = 4.20$), but the implementation cost ($M = 4.20$) and the technical skills gap ($M = 4.00$) limit the adoption. Regression analysis indicates that AI adoption ($b = 0.41$, $p = 0.001$) and consumer engagement ($b = 0.38$, $p = 0.002$) are powerful predictors of sales performance.

Conclusion: The research suggests that purposeful, human-organizational addition of AI to the marketing process increases its efficiency and recommends specific staff training, infrastructural facilitation, and data administration regulations to maximize the benefits of AI in Nigeria.

Keywords: Artificial Intelligence, Product Promotion, Consumer Engagement, Sales

Introduction

The use of artificial intelligence in marketing has changed how firms contact and impact their consumers. As Christian and Abude (2024) explain, AI consists of computational systems that can do what humans traditionally did, which is to think,

including pattern recognition, predictive analysis, and decision-making. The spread of digital infrastructure in the Nigerian market, coupled with a young and tech-savvy generation, has made the adoption of AI-powered marketing applications quick, which Ngwube and Nwokoye (2025) claim is changing the promotional practices of small and large businesses. According to surveys, a considerable number of consumers in Nigeria engage with AI-mediated products and services, and it indicates a developing addiction to automated and personalised marketing processes (BrandSpurng, 2026).

The implementation of AI in product promotion has also presented unprecedented opportunities of targeting with precision, segmentation of customers, and real time optimisation of campaigns. Christian and Abude (2024) note that companies are currently using these capabilities to create messages that predict and react dynamically to consumer behavior. The study by Adeyinka, Takunda, and Adeyinka (2024) also confirms that AI can reinforce strategic decision-making processes by allowing marketers to process the complicated data and extract practical information. These are just some of the capabilities that have started to change competitive dynamics in that companies can distinguish their offerings by improving personalisation and interactive interactions especially with e-commerce and digitally-established SMEs. However, adoption of AI in Nigeria is skewed and disputed. PwC Nigeria (2025) notes that fragmented regulatory systems, infrastructural shortages, shortage of skilled employees, and high cost of implementation are the barriers to the successful use of AI in marketing. According to Ogunbodede and Atchrim (2025), such challenges have a higher impact on smaller businesses because they do not have the resources to compete with technologically advanced businesses. Algorithms bias and consumer trust are other ethical and privacy issues that complicate adoption (Ngwube and Nwokoye, 2025). As a result, the opportunities and limitations that come with AI-enabled promotion should be known to businesses and policy makers who are interested in using the opportunities of technology use and manipulation of the complex marketing environment in Nigeria. Regardless of the overall interest in the use of AI as a means of marketing, the empirical evidence on the effectiveness of AI in product promotion in Nigeria is scattered and scarce. It is not clear as Ngwube and Nwokoye (2025) believe that AI can improve the engagement, purchase intent, or sales more effectively as compared to the conventional marketing strategies. These constraints are usually compounded by the lack of technical skill and insufficient

access to AI tools, expensive nature and uncertainty around regulations are often restricting companies to use traditional methods of promotion (Adeyinka, Takunda, and Adeyinka, 2024). In addition, the issue of consumer privacy, data protection, and algorithm fairness has posed new obstacles as noted by Christian and Abude (2024). The given scenario highlights an important knowledge gap: the degree to which AI can be used strategically to enhance marketing performance in Nigeria is not thoroughly investigated. Filling this gap, the current research explores the opportunities and issues of AI in product promotion, which may inform the policy and practice.

The specific objectives are:

- i. To determine the possible advantages of AI to product promotion in Nigeria.
- ii. To assess the Problems the Nigerian businesses encounter when using AI to promote their products.
- iii. To determine the most significant Effect of AI-led product promotion on consumer involvement and the level of sales.
- iv. To determine the successful adoption of AI in marketing strategies in Nigeria.

Literature Review

Life cycle phase Concept of Product Promotion Practices

The promotion of the products is one of the key elements of the marketing mix and the main mechanism by which the companies inform the target markets about the value. It involves the alignment of efforts aimed to educate consumers, create perceptions and arouse purchasing behaviour (O'Sullivan and Ngugi, 2022). Researchers point out that despite excellent product designs, the products cannot be visible in the market without proper promotional messages. Promotion mix usually incorporates advertising, personal selling, PR, sales promotion and direct marketing, which are complementary in terms of their strategic functions of impacting consumer awareness and preference (Kotler and Armstrong, 2018). The modern-day marketing literature also emphasizes the increased relevance of the integrated promotional communication, in which digital channels allow real-time communication, segmentation of the audience, and the long-term formation of relations between the companies and the consumers.

Potential AI applications in improving product promotion in Nigeria

The use of artificial intelligence has been growing to be a strategic element in enhancing the efficiency of product advertisement in the new digital markets like

Nigeria. AI-based analytics help companies to process and analyse large datasets of consumers, detect behavioural patterns, and market them more precisely. This will enable a marketer to provide very specific promotional messages and predict consumer tastes and preferences with predictive modelling. AI-driven personalization is also beneficial to message relevance and responsiveness by customers, especially in digital retail and e-commerce. Besides that, AI applications automate the basic marketing activities such as scheduling campaigns, content optimization and tracking performance. These functions optimize their operations, as well as allowing the marketer to focus on the strategic planning, thus positively influencing the promotion performance and competitive positioning.

Nigeria Businesses Challenges in product promotion using Artificial Intelligence

Regardless of the opportunities of the artificial intelligence, the structural and organizational obstacles of the Nigerian firms restrict the usage of artificial intelligence in marketing practice. A huge limitation is associated with the poor state of data infrastructure since not all businesses have the established datasets to train and support a stable AI system. A lack of talented specialists in data analysis, machine learning, and marketing automation also makes it harder to achieve successful implementation. The apprehension of regulatory issues on consumer privacy and adherence to data protection regulations also affect the reluctant application of AI-based promotion technologies. Moreover, cloud-based marketing systems are poor in infrastructural constraints such as unreliable internet access and unreliable electricity. Another challenge is the high financial implications of procuring sophisticated AI systems especially among the small and medium-sized businesses.

Effects of AI-based Product Promotion on Customer interaction and sales.

Artificial intelligence has brought about a major shift in dynamics of consumer engagement by allowing firms to provide personal interactions and capability to engage with consumers to offer promotional experience. AI algorithms process consumer behaviour on a variety of online touchpoints and provide individualised suggestions that enhance the relevance and responsiveness of the messages. This kind of personalization enhances consumer interest and augers purchase decision. Chatbots and virtual assistants are also automated systems that enhance responsiveness of the service when it comes to the purchasing process as they assist in real-time. Moreover, AI-based analytics enables companies to track performances of the campaigns and

modify the promotional tactics on the fly. These functions are applied to increased engagement rates, customer satisfaction, and quantifiable growth in sales performance in competitive digital marketplaces.

Optimal Implementation of AI in Marketing Plans in Nigeria.

To be successfully implemented, artificial intelligence in marketing strategies cannot be adopted in a haphazard fashion. Companies should match AI technologies with well-established promotional goals so that the use of technology could be strategic to achieve marketing results. The creation of internal skills in data analytics, artificial intelligence application and digital marketing is hence a necessity in order to be used effectively. Another necessity is an appropriate level of transparency in data governance practices in accordance with data protection laws and enhancing consumer trust. Efficient AI deployment is further facilitated by investment into reliable technological infrastructure such as scalable cloud systems and secure data management platforms. Such strategic interventions in conjunction with culturally responsive marketing communication should allow Nigerian companies to have AI used to their advantage in promoting their business sustainably.

2.2 Empirical Review

A number of studies that have been recently carried out in Nigeria have revealed that the application of artificial intelligence has a positive effect on the effectiveness of advertising the products. Such studies were conducted not that long ago. As it was indicated by the findings of Ngwube and Nwokoye (2025) in their research on 120 small and medium-sized firms (SMEs) in Lagos and Abuja, they found that companies employing AI-powered analytics to deliver targeted marketing enjoyed higher rates of consumer engagement and sales. This is the conclusion made by the researchers. The results of their study state that predictive analytics and recommendation algorithms have a significant role in the procedure of the improvement of the promo content. This is indicated by the fact that they conducted the study.

Etuk, Okon Akpan, and Awah (2025) conducted a study to determine the effect of the use of artificial intelligence chatbots on customer level of satisfaction in case they make purchases online in Nigeria. The research has been conducted in the perspective of e-commerce within the country. The introduction of AI-operated customer service was perceived as a solution to more expedient answering of questions, high user engagement rates, and a willingness to buy more often, which became observed as the

result of their study. This case shows the dual impact of artificial intelligence on how client relationship is handled and advertising of some products.

A study that was conducted by Nnana-Ohuonu et al. (2024) on 150 small and medium-sized retail organizations (SMEs) in Nigeria demonstrated that AI-based personalized recommendations could lead to the growth of purchase intent by 28 percent, in comparison with other companies that employed traditional marketing tactics. The study was conducted with the small and medium-sized enterprises (SMEs) in Nigeria. The results of the research reveal that the effectiveness of AI-based marketing highly relies on the quality of the information that is obtained and the capacity of the enterprise to adequately process findings that are obtained. This is what was concluded by the researchers. Moreover, constraints that have been identified to stand between the adoption of AI have been cited. When the small and medium-sized businesses (SMEs) in Nigeria were questioned by the Pandora Agency Ltd. (2025) on the biggest challenges that they had encountered, sixty-two percent of the organizations claimed that the unavailability of experienced personnel and excessive implementation cost was the largest challenges they had met, and those that were located in less urbanized regions had problems with their infrastructure, including the uneven access to the internet that served as an obstacle to the application of real-time artificial intelligence marketing. Moreover, the infrastructure of these organizations was a problem. As observed by Mondaq (2024), several legislative and ethical concerns are involved, the most striking of which is the protection of data in the compliance with the Nigeria Data Protection Act. Mondaq introduced this information. Despite the fact that there are benefits associated with the targeted marketing and sales optimization, the results of their study suggested that the use of artificial intelligence could be postponed due to the uncertainty surrounding compliance with regulation, as well as the potential of customer mistrust. According to the results of a research that was conducted by Alaegor (2025), it is possible to conclude that businesses that are able to integrate the concept of artificial intelligence (AI) into their marketing strategies are able not only to become more connected with their customers but are also able to convert the audiences they are targeting at a higher rate. Companies that incorporated a combination of artificial intelligence analytics, targeted advertising, and automated campaigns performed positively in both terms of the return on investment (ROI) and market response. These advantages could be proved. This fact also proves the

revolutionary nature of artificial intelligence in the case when it is applied with a specific purpose and with proper resources.

Theoretical Framework

Diffusion of Innovations Theory: The Diffusion of innovations Theory is a theory that was developed by Rogers in the year 2003, it is highly applicable to the application of artificial intelligence to product marketing. In this theory, the new ideas, a new technology or invention will be transferred through a society or an organization during a time period. In this hypothesis, the manner in which this will take place is explained. Rogers (2003) explains that it is conditional on the perceived relative advantages of the technology to the businesses in Nigeria and their compatibility with the already-existing systems, complexity, trialability, as well as observability levels. The acceptance of the artificial intelligence in marketing in Nigeria is conditional on the manner in which organizations weigh the relative benefits of the technology. Companies are more likely to use artificial intelligence when they know it has the potential to offer them advantages in terms of promotional activities that are more relevant and predictive analytics, as well as operational efficiency. On the other hand, firms with a sense of over-complexity or risk might be opposed to integration.

Technology Acceptance Model (TAM): As well, there is the Technology Acceptance Model (TAM) developed by Davis (1989) that can be considered crucial to better understand how artificial intelligence is being implemented in marketing procedures. The Technology Acceptance Model (TAM) demonstrates that the level of adopting new technology by customers depends on their perceptions of the value of the technology and the convenience with which it can be implemented. The extent to which the Nigerian marketers are convinced that artificial intelligence technologies can positively impact the results of marketing products and the ease with which these tools could be implemented are two factors that will either make or break the willingness of the marketers to use these technologies. Findings of studies that examined TAM to artificial intelligence in advertising revealed that perceptions to usability of the system and perceived utility were significant determinants of adoption intents (Venkatesh and Bala, 2008). Such results were pegged on the results of researches that extended TAM to marketing.

AIDA Model (Attention, Interest, Desire, Action): In brief, AIDA Model that was developed by Strong in 1925 and is an abbreviation of Attention, Interest, Desire, and

Action offers an approach to comprehend the process of AI-driven commercials affecting the behavior of customers. This model was used to give the acronym of the four components that include the model. The promotional activities must be capable of drawing attention, and then to arouse interest and then create desire and finally elicit action. According to Chaffey and Ellis-Chadwick (2019), artificial intelligence (AI) optimizes this process since, among other aspects, it is possible to customize information, predict the preferences of clients, and increase the spread of messages across platforms. Nigerian customers could be guided through those phases in a more effective manner by applying the marketing solutions that are driven by the artificial intelligence. That would lead to the rise of the rates of conversion and enhancement of the customer interaction.

Methodology

This study employed a descriptive survey design to investigate the opportunities, obstacles, and prospects of artificial intelligence (AI) in product marketing among companies doing business in Nigeria. The design was suitable in that it can enable systematized data collection and analysis of the respondents in a specific group and hence give an empirical understanding on the current pattern and relationship in a particular situation. The research concentrated on the companies in Lagos, Abuja, and Port Harcourt that will be considered as big business centres with the highest intensity of digital business activities. The population targets included marketing managers, and digital marketing practitioners, and small, medium, and large-business owners, who currently are in the process of using or aware of the use of AI tools in marketing. The purposive method was used to select firms that have proven to be involved in digital marketing technologies. A total of 150 respondents were part of the study which made sure that there was a representation of firm sizes and organisational structures. A structured questionnaire was used to get primary data. The Likert scale items were put in the instrument, which measured four main dimensions, which include: the level of AI use in marketing product promotion, perceived advantages of AI in the marketing activities, operational challenges of using AI, and perceived effect of AI on consumer engagement and sales performance. In order to reinforce the contextual insight, the secondary sources including scholarly journals, industry reports, and professional publications were consulted and applied to place the empirical results in the

framework of the rest of the literature on digital marketing and technological innovation. Both descriptive and inferential statistics were used in the analysis of data. Patterns of AI use and the perception of the respondents to the effectiveness of AI in product promotion were summarised using descriptive statistics of percentages, means and standard deviations. Inferential methods such as correlation and regression analysis were used to test outcomes of relationships between the key variables.

Results

Table 4.1: Perceived Benefits of AI in Product Promotion

AI Benefit	SA	A	N	D	SD	Mean	SD
AI improves targeting accuracy	46	32	12	6	4	4.10	0.78
AI enhances personalized marketing	48	30	10	7	5	4.30	0.67
AI reduces promotional costs	38	34	14	8	6	3.96	0.82
AI enables predictive consumer analysis	42	31	13	8	6	4.10	0.74
AI improves campaign efficiency	44	33	11	7	5	4.15	0.70

Survey, 2026

The findings show that there is a high level of consensus among the respondents as to the possible benefits of AI in promotion of products. Enhanced personalization was rated as the highest with the mean score ($M = 4.30$), indicating that the respondents view AI as very effective at personalizing marketing messages to the preferences of consumers. There were also high mean scores in improved campaign efficiency and targeting accuracy, and this means that business users are aware of the potential of AI to optimize marketing campaigns. These results prove that AI technologies will help a lot to enhance the accuracy of promotions and effectiveness in the operation of marketing activities in Nigerian contexts.

Table 4.2: Challenges in AI Adoption for Product Promotion

Challenge	SA	A	N	D	SD	Mean	SD
High cost of AI implementation	40	25	18	10	7	4.20	0.81
Lack of technical expertise	36	22	19	13	10	4.00	0.76
Poor digital infrastructure	34	18	20	17	11	3.80	0.85
Data privacy concerns	28	26	21	15	10	3.75	0.88
Limited awareness of AI tools	30	24	22	14	10	3.80	0.83

Survey, 2026

The results indicate that the biggest difficulty that faces the Nigerian business in embracing AI to promote their products is the expensive nature of adopting AI (M = 4.20). This implies that technology innovation amongst firms has still been a major impediment due to financial limitations. The scarcity of technical skills also scored high (M = 4.00), which means that the inability to use AI effectively is restricted by the lack of skilled workers. The infrastructural problems and data privacy issues were also found to be significant obstacles, which represent more general structural and ethical issues within the Nigerian digital ecosystem.

Table 4.3: Impact of AI on Consumer Engagement and Sales Performance

Impact Indicator	SA	A	N	D	SD	Mean	SD
AI improves customer interaction	45	29	13	8	5	4.20	0.69
AI increases online engagement	43	31	12	8	6	4.15	0.72
AI improves sales conversion rate	41	28	16	9	6	4.00	0.71
AI strengthens customer satisfaction	40	30	15	9	6	4.05	0.73
AI improves brand visibility	44	27	14	9	6	4.08	0.75

Survey, 2026

As it can be identified, AI-based product promotion positively affects consumer engagement and sales effectiveness. The best mean score was obtained on the issue of the enhanced customer interaction (M = 4.20) that AI tools, including chatbots and recommendation systems, have a more responsive communication with customers. The higher level of online interaction and higher conversion rates are the further evidence of the effectiveness of AI-based marketing strategies in augmenting customer experience and business performance.

Table 4.4: Factors Influencing Effective Integration of AI in Marketing

Integration Factor	SA	A	N	D	SD	Mean	SD
Staff training improves AI adoption	47	28	12	8	5	4.18	0.68
Strategic planning supports AI integration	44	29	14	8	5	4.10	0.72
AI works best with human oversight	42	31	13	9	5	4.09	0.70
Organizational support enhances adoption	43	28	15	9	5	4.05	0.73
Continuous monitoring improves outcomes	41	30	16	8	5	4.02	0.74

Survey, 2026

The results indicate that the successful implementation of AI in marketing plans would be highly tied to organizational preparedness and human ability. The greatest average

score (M = 4.18) was observed in terms of staff training, which implies that the ability to develop skills is one of the figures that propel successful AI implementation. The aspect of strategic planning and human control also turned out to be significant, which means that AI technologies are the most efficient when applied as a part of the bigger marketing strategy instead of individual tools.

Table 4.5: Correlation Matrix of Key Variables

Variables	AI Adoption	Promotional Effectiveness	Consumer Engagement	Sales Performance
AI Adoption	1.000	0.62**	0.58**	0.54**
Promotional Effectiveness	0.62**	1.000	0.65**	0.60**
Consumer Engagement	0.58**	0.65**	1.000	0.68**
Sales Performance	0.54**	0.60**	0.68**	1.000

Source: Spss v27, $p < 0.01$

The correlation analysis shows that there are strong positive relationships among the key variables that are tested in the study. The adoption of AI has a large positive correlation with the promotional effectiveness ($r = 0.62$), consumer engagement ($r = 0.58$), and sales performance ($r = 0.54$). This indicates that as the AI is implemented more in the marketing activities, the better the promotional success and customer engagement. Moreover, the effectiveness of promotional activities shows a high correlation with consumer responsiveness ($r = 0.65$) and the sales performance ($r = 0.60$), which means that the effectiveness of the promotion strategies has a significant impact on customer responsiveness and business sales. The correlation between consumer engagement and sales performance ($r = 0.68$) was the strongest, which shows that the greater the interaction with consumers, the better the sales performance. In general, the results of the correlation prove the thesis that AI-based marketing instruments are significant in enhancing promotion and business performance in Nigeria.

Table 4.6: Regression Analysis of Factors Influencing Sales Performance

Variables	Beta (β)	Std. Error	t-value	Sig. (p)
AI Adoption	0.41	0.08	5.13	0.001
Promotional Effectiveness	0.33	0.07	4.62	0.003
Consumer Engagement	0.38	0.06	5.47	0.002
Model Summary				
R	R ²	Adjusted R ²	F-value	Sig.
0.69	0.48	0.46	42.57	p < 0.01

Source: Spss v27, p < 0.01

The regression model investigated application of AI, effectiveness of promotion and consumer interaction on sales performance among Nigerian companies. The model has yielded a correlation coefficient of $R = 0.69$ implying a close positive relation between the independent variables and the performance of the sales. The coefficient of determination ($R^2 = 0.48$) indicates that the joint effect of AI adoption, promotional effectiveness and consumer engagement can explain about 48 percent of the changes in sales performance. AI adoption was found to have the highest impact on sales performance ($b = 0.41$, $p = 0.001$), indicating that the higher the level of adoption of AI tools in business marketing activities, the better the promotional results and revenue generation of the business. The level of consumer involvement also showed a significant impact ($b = 0.38$, $p = 0.002$) that means that the increased interaction with customers has a positive impact on the sales performance. Promotional effectiveness ($b = 0.33$, $p = 0.003$) was also statistically significant, which proved that the effective promotional strategies facilitate the growth of the business. The regression model as a whole F-statistic (42.57, $p < 0.01$) shows that the overall model is statistically significant and can be used to explain the relationship between AI-driven activities in marketing and sales performance. These results support the previous descriptive findings that expressed that the companies view AI as a useful tool to enhance marketing accuracy, consumer interactions, and business performance.

Discussion of Findings

The research results indicate that artificial intelligence is capable of achieving a lot in promoting products within the businesses in Nigeria. According to the descriptive findings, the respondents strongly considered that AI enhances the accuracy of the

targeting, allows making marketing communication personal, and makes promotional campaigns more efficient. It implies that AI technologies enable companies to process extensive amounts of consumer data and deliver individual promotional messages to individual segments of the market. Firms can provide more relevant and timely promotional content to consumers through predictive analytics and automated recommendation systems. The results are in line with previous studies by Ngwube and Nwokoye (2025) who claimed that AI-based promotional tools enhance the process of personalization and customer outreach of Nigerian enterprises since the tools allow driven and informed decision making. On the same note, Olom, Kulo, and Atah (2025) discovered that the implementation of AI tools in marketing consumer goods in Nigeria greatly improve the level of targeting, efficiency in advertising, and customer satisfaction. This research also established a number of issues that the Nigerian businesses are facing in the adoption of artificial intelligence as a way of product promotion. The findings indicated that the high cost of implementation, lack of technical skills, and poor digital infrastructure are some of the main factors that hinder the use of AI. SMEs especially are especially affected by these difficulties, especially because some of them do not have the financial and technical capabilities to implement advanced technological integration. The results show that although businesses acknowledge the importance of AI, structural and institutional constraints prevent its successful adoption. These findings are in line with the research done by Dauda and Gulani (2025), which indicated that adoption of AI is a challenge to many Nigerian SMEs because of lack of financial resources, inadequate technological infrastructure and some lack digital competency among employees. In a similar research, Kwajaffa and Balami (2025) found out that despite the fact that AI can enhance marketing efficiency and competitive advantage, high operational costs, lack of technical capacity, and data privacy and security issues are some of the major challenges that Nigerian firms face in their efforts to adopt AI.

Moreover, the results indicate that the promotion of products based on AI can have a strong positive effect on consumer activity and sales. According to the respondents, the utilization of AI technologies positively influences the customer interaction and enhances the online interactions, as well as sales conversion rates. This implies that chatbots, recommendation systems, and automated advertising platforms, which are AI tools, will enable quicker communication and more participative marketing

experiences to consumers. Growing interest is likely to result in better brand loyalty and better buying behaviour. The results are also consistent with those of Nnanna-Ohuonu, Chikwesiri, Okudo, and Chikwesiri (2024), who discovered that AI-created marketing content had a significant effect on consumer purchasing behaviours of Nigerian SMEs. Similarly, Okeke and Eze (2024) found that AI-based advertising considerably enhances viewers to engage with advertising content in Nigeria as the messages can be customized and evoke emotions that resonate with specific consumers. Lastly, the research concluded that the successful implementation of AI in marketing strategies necessitates the readiness of the organization, planning, and consistent employee training. Companies that have invested in digital skills training and technology infrastructure are in a better position to have AI tools implemented in their marketing operations effectively. The results also show that AI can best be used to supplement the human decision-making process as opposed to entirely substituting it. Strategic integration consequently calls on the synthesis of automated analysis and the human expertise in marketing. The findings allow drawing conclusions on the findings of Eze, Chukwu, and Nwankwo (2023) who concluded that organizational digital readiness and managerial support are among the key factors that can assure the success of the implementation of AI-based marketing systems in Nigeria. On the same note, Adebayo and Salami (2022) found that companies that incorporate AI in organized digital marketing strategies have enhanced customer relationship management, higher service personalization, and enhanced competitive advantage in the Nigerian market.

Implications of Findings for Policy and Practice

The study findings have significant implications for policy and business ramifications in Nigeria. First the identified potential of artificial intelligence to enhance the accuracy of the targeting system, personalization, and the efficiency of marketing implies that AI can also be used as a strategic instrument to enhance the competitiveness of the business in Nigeria. Regulatory agencies and policymakers should therefore support the policies that will foster digital innovation especially through assisting the adoption of technology by small and medium businesses. The outcomes also suggest that successful AI adoption needs better digital infrastructure, high-quality internet connectivity, and enabling regulatory frameworks that help in

steering ethical data utilization and consumer protection. Moreover, the research demonstrates that the effective introduction of AI-marketing technology requires human resources and organizational preparedness. This means that companies should focus on training their personnel and digital skills acquisition to make sure that staff is able to handle AI tools. Professional institutions and educators might also be valuable players in accomplishing this by incorporating AI and digital marketing skills into educational programmes. Moreover, the necessity of the balanced human control implies that the organizations can use AI as a decision-support system instead of a complete substitution of the managerial discretion in the marketing strategy.

Conclusion

AI is gradually transforming the product promotion sphere in Nigeria. The results of the current research prove that AI technologies have significant prospects to change the way marketing is done, as they help to make targets more accurate, increase consumer response and contribute to improved sales results. Meanwhile, the implementation of AI is limited due to financial, technical, and infrastructural limitations of a large number of businesses in Nigeria. In spite of these limitations, the findings indicate that companies that consider AI tools as part of their marketing strategies are in a position to gain a competitive edge and enhanced customer relationships. The paper thus concludes that the future of product promotion in Nigeria will be more reliant on the successful and responsible incorporation of artificial intelligence.

Recommendations

Following the research results, this study recommends that:

- i. Businesses should focus on training the staff and increasing their digital capacity to enhance the efficient use of AI marketing tools.
- ii. Government and regulatory bodies ought to enhance digital infrastructures and offer conducive policies that will motivate technological advancements among the Nigerian companies.
- iii. Organization must incorporate AI tools progressively into the marketing plans and have human controls to promote ethical and contextual judgments.

- iv. Companies ought to establish effective data management and consumer privacy guidelines to enhance the confidence of people in AI-guided marketing processes.

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