

Impact of Artificial Intelligence on Content Marketing in the Context of Bangladesh

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ABSTRACT

This research aims to examine the impact of artificial intelligence (AI) on the content marketing job sector in Bangladesh. The study involved surveying 65 content marketers from various sectors. Primary data analysis was performed using SPSS software and Microsoft Excel. The results revealed that most of the participants believed that AI has positively impacted the content marketing sector by increasing efficiency and saving time, while a significant relationship was found between content types and AI tools, indicating a preference for automated content generation among blog and video content creators. Overall, the findings suggest that AI has a significant influence on content marketing in Bangladesh. While some content creators perceive positive impacts, others express concerns about job security and the need for training to cope with AI technology.

INTRODUCTION

Artificial intelligence refers to a computer-oriented system that can easily perform technology-related human tasks without taking help from humans. It can do things like humans, such as solving problems, analyzing problems, and making decisions in any kind of situation (Kok, J. N.E et al.,2009). AI is an interdisciplinary field that incorporates ideas from philosophy, linguistics, psychology, mathematics, computer science, and other fields. Its objective is to develop intelligent machines that can carry out difficult tasks, change course when necessary, and behave in a manner that is reminiscent of that of humans.

Most firms are not capable of making decisions in real-time, as well as data-driven decisions if AI is not used in their marketing. Despite its multifaceted benefits, it cannot be said that it is positively impacting the content creation sector in Bangladesh. The biggest question is, what effect does AI have on content marketing? Although there is yet no clear-cut solution or answer to this kind of question for content marketers.

Identifying the impact of Artificial Intelligence on content marketing in the context of Bangladesh is the primary objective of this research project. It will add to the theory of knowledge already available about artificial intelligence in content marketing sector in Bangladesh. Thus, the following will be the research question for this paper:

1. How is artificial intelligence impacting the content marketing sector in Bangladesh?
2. What risks and challenges are associated with implementing content creation using artificial intelligence in Bangladesh?

Artificial Intelligence has brought many changes in content creators' lives, many of which they never imagined before. The change in the content creation sector is a significant issue. All the changes that have come due to AI can be positive or negative, temporary or long-term. In this research, I expect to find out how AI has impacted Bangladesh's content creation sector in a positive way.

One of the great scopes of this research is to investigate and evaluate how artificial intelligence (AI) has a specific impact on the content marketing sector in Bangladesh. It intends to investigate the country's use of AI technologies in content marketing strategies and the consequences this has for businesses and marketers.

THEORETICAL REVIEW

Artificial Intelligence

When we are using the term Artificial intelligence it means to a class of computer related systems or functions that can do a variety of tasks that primarily/ordinarily require intelligence from people (Oxford University press, 2019).

Machine Learning (ML)

The term "machine learning" (ML) describes the actual capacity of different types of computer systems to acquire knowledge from unprocessed

information rather than commands from humans (Buller, Gifford, & Mills, 2018.)

Content Marketing

Content Marketing means that a specific target audience can be attracted to, engaged with, and retained using the strategic method of generating, disseminating, and promoting valuable, pertinent, and interesting content (Koiso, N., 2004).

Different Types of Content Marketing

Blogs/Affiliate Marketing

Blog entries can offer instructive and interesting material, business insights, how-to manuals, thought leadership articles, and more (Norouz, A. 2017). In the performance-based marketing strategy known as affiliate marketing, people, or corporations (often referred to as affiliates) promote the goods or services of other businesses in return for a commission.

Video/YouTube Content

Content marketing has gotten more and more popular with videos. They can consist of webinars, explanation films, interviews, tutorials, product demos, and more. Distributing video content on sites like YouTube, Vimeo, social media, or business websites. The term "YouTube marketing" is the practice of using the YouTube platform as a marketing tool to advertise goods, services, businesses, or content.

E-Books

Long-form content articles that provide in-depth analysis or go deeply into a particular topic, usually in PDF format. Whitepapers and e-books offer insightful information that can help you build your expertise and attract leads. (Gibson, C, & Forbes G., 2011).

Existing Research

With few studies especially concentrating on this intersection, the impact of AI on content marketing in Bangladesh is still developing. However, academics have looked at the larger uses of AI in content generation and marketing, giving a basis for comprehending its possible effects in Bangladesh (Kapoor, 2020). Two Artificial Intelligence-based technologies, one is natural language processing (NLP) and another one is machine learning (ML), have demonstrated to greatly increase content creation and optimization. According to Kapoor (2020), AI algorithms are essential for content distribution and suggestion, allowing marketers to successfully target their intended audience. According to Islam et al. (2021), AI-driven systems can monitor user behavior, preferences, and social media trends to give personalized content recommendations, ultimately improving user experience and engagement. According to Kapoor (2020), chatbots and virtual assistants driven by AI can improve customer engagement by offering fast, individualized service. Opportunities exist for content optimization to meet the increased need for voice-based interactions thanks to voice search and voice-activated devices

(Islam et al., 2021). Additionally, Bangladeshi material can be better localized by using natural language processing techniques to get around language hurdles. (Kapoor, 2020).

Research Gap

There is an unmeasurable research gap that is unique to the context of Bangladesh, but there is a fact that research on the proper effects of (AI) on content marketing has gained attention elsewhere. Few studies have looked at how AI and content marketing interact in the Bangladeshi market. There is a chance for additional research and investigation given this research gap. Particularly, the following areas demand focus.

METHODOLOGY

The paper goes into detail on data collecting, accuracy, analysis methods, constraints, and ethical issues. As it is Quantitative research, I have used both primary and secondary data to prepare this research paper. In the case of choosing a proper sample, a non-probability sampling method has been selected, which falls under judgment sampling. 65 people were surveyed who are working as content marketers in Bangladesh. data collection period was 1 month and 13 days; it started on April 13, 2023, and ended on May 27, 2023. SPSS software and Excel were used to analyze the primary data. For secondary research, I have used a variety of sources, including newspapers, journals, and the Internet. I conduct most of my secondary research online. To find information online, I used basic search engines like Google and Yahoo.

RESULTS AND DISCUSSION

To collect data about "The Impact of Artificial Intelligence on Content Marketing in the Context of Bangladesh," we surveyed 65 people who are all working as content marketers in Bangladesh's content marketing sectors. Of the 65 participants in our survey, 29 were YouTube or Video content creators, 23 were blog or affiliate content creators, 8 were infographic content creators, and 5 were e-book content creators. From the survey, we have seen that a maximum of 36.9% of content creators have been creating content for 3 to 6 years. The second highest 32.4% have been creating content for 1 to 3 years. A third highest 13.8% have been creating content for ten years or more. 12.3% have been creating content for less than a year.

Artificial Intelligence and Content Creation Speed

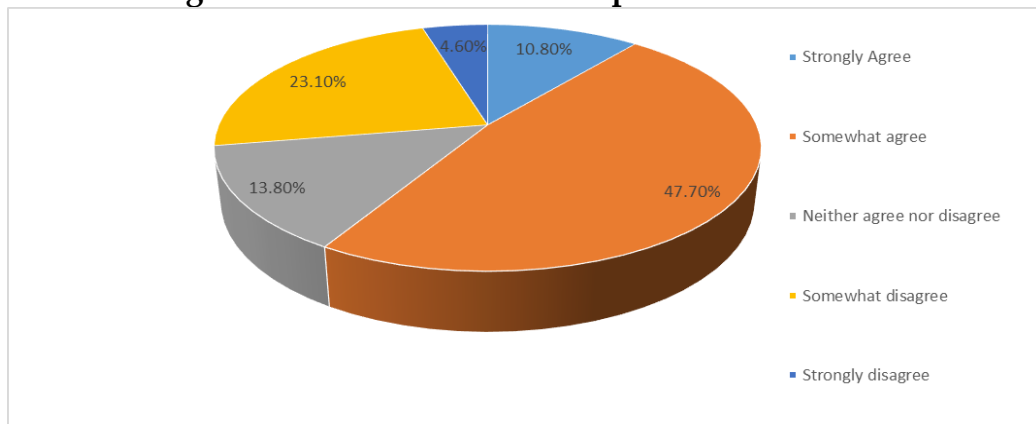


Figure 1. Agreeableness to Content Creation Speed

Interpretation: In this case, I asked the respondents that how much they agree with the statement “artificial intelligence has made content creation much easier and faster” 10.8% of respondents strongly agreed with my statement, and 47.7% somewhat agreed with that statement. On the other hand, 23.1% somewhat disagreed with that statement, and 2% strongly disagreed with it. 4.6 % couldn't make any decisions. And from these statistics, it can be concluded that most content creators think that artificial intelligence has made content creation easier and faster.

Positivity and Negativity of AI

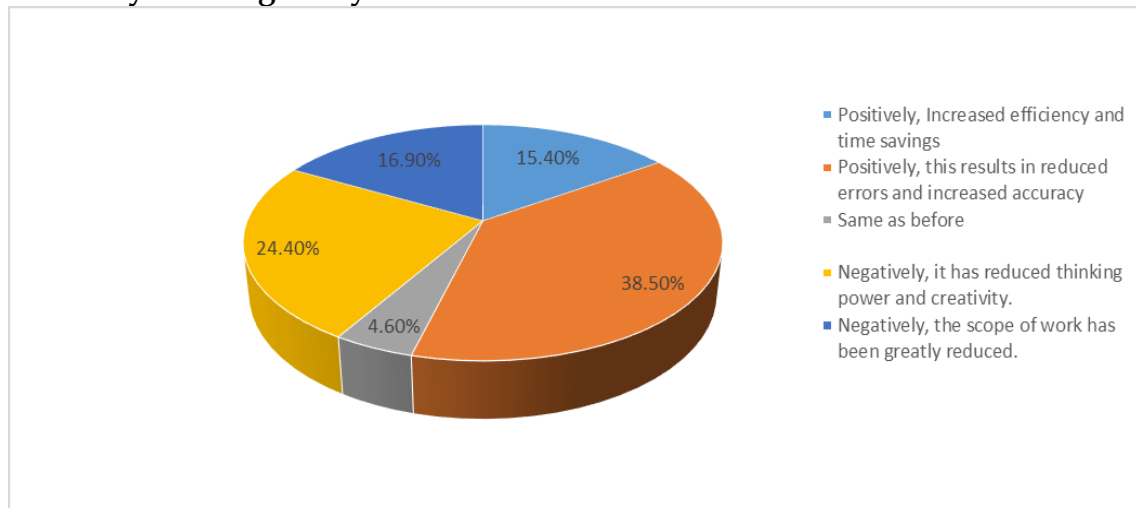


Figure 2. Attitude Towards AI

Interpretation: Here the respondents were asked how AI affected their job sector positively or negatively. This pie chart shows that result. Our survey shows that 15.4% of respondents feel that AI has impacted the job sector in a positive way, it increased efficiency and time savings. At the same time, 38.5% of people also think that AI affected the job sector positively in a way that it reduced errors and increased accuracy. On the other hand, 24.6% of people think it's negatively affected the job sector because it has reduced thinking power and

creativity. In addition, 17% think that the scope of work has been greatly reduced just because of AI. The rest 4.6% of people didn't make any decision about the impact of AI on content marketing sectors. In this case, most of the respondents think that artificial intelligence will positively affect the content marketing sector of Bangladesh. But one thing to note is that many content creators are thinking of it in a negative way. They feel that it will reduce the thinking power of content creators as well as the field of work. So, from this graph, based on the content creator's opinion it can be said that AI is creating impact in both positive and negative ways but there are more content creators who are thinking positively.

Preparedness for AI

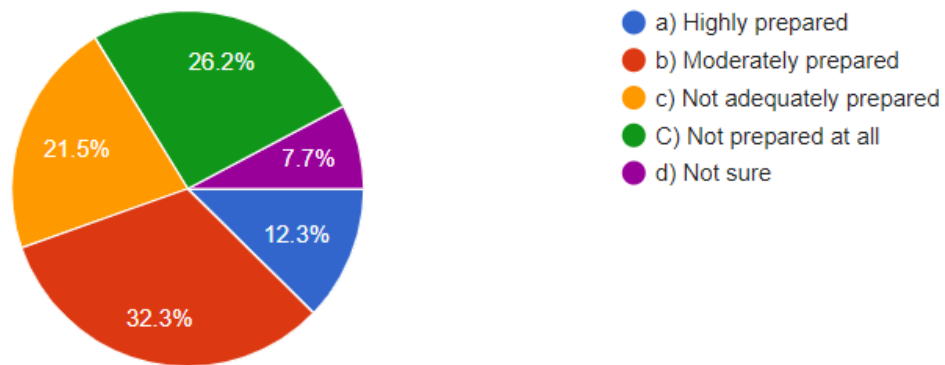


Figure 3. Preparedness for Artificial Intelligence

Interpretation: Here the respondents were asked how much they are prepared to cope with AI. This pie chart shows that result. Our survey shows that 32.3% of respondents feel that they are moderately prepared, On the other hand, 26.2% said that they are not prepared at all. In addition, 21.5% said that they are not adequately prepared. Surprisingly, only 12.3 % said that they are highly prepared. In this case, many of the respondents think that they are moderately prepared and many think that they are not prepared at all. So, in this case, it can be said that Bangladeshi content creators need more training to create content through AI.

Cost Structure of Artificial Intelligence

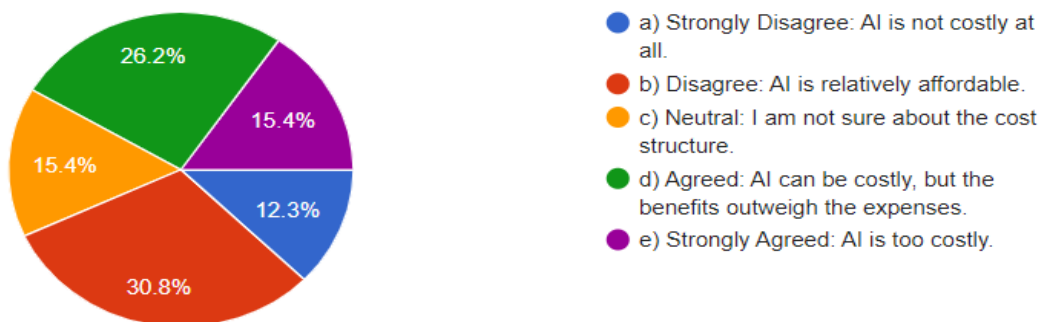


Figure 4. Cost Structure of AI

Interpretation: I asked the respondents how they felt about the cost structure of artificial intelligence. is it costly or not? 30.8% disagree with my statement that it is not costly, it is relatively affordable. At the same time, 26.2% said that it is costly, but the benefits outweigh the expenses. In addition,15.4% said that yes, they strongly agree with the statement that AI is too costly. And from this statistic, it can be concluded that most of them think that AI is not costly; if sometimes it is, the benefit is much greater than the cost. So, it can be said that Bangladeshi content creators are not much worried about cost structure, they think that the benefits are more than the pay.

Relationship between AI Tools and Content Types

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
2) What kind of content do you create? * 4) What type of AI tools or technologies are you using?	65	100.0%	0	0.0%	65	100.0%

2) What kind of content do you create? * 4) What type of AI tools or technologies are you using? Crosstabulation

		4) What type of AI tools or technologies are you using?					Total
		a) Automated content generation tools like Chat GPT and Bird AI	b) Machine learning algorithms for content recommendation	b) Natural language processing (NLP) for content analysis	c) Chatbots and virtual assistants		
2) What kind of content do you create?	Blogs/Affiliate marketing	Count	18	2	2	1	23
		Expected Count	15.2	2.8	2.8	2.1	23.0
		% within 2) What kind of content do you create?	78.3%	8.7%	8.7%	4.3%	100.0%
		% within 4) What type of AI tools or technologies are you using?	41.9%	25.0%	25.0%	16.7%	35.4%
		% of Total	27.7%	3.1%	3.1%	1.5%	35.4%
	E-Books	Count	0	3	1	1	5
		Expected Count	3.3	.6	.6	.5	5.0
		% within 2) What kind of content do you create?	0.0%	60.0%	20.0%	20.0%	100.0%
		% within 4) What type of AI tools or technologies are you using?	0.0%	37.5%	12.5%	16.7%	7.7%
		% of Total	0.0%	4.6%	1.5%	1.5%	7.7%
	Infographics/Graphic	Count	5	0	2	1	8
		Expected Count	5.3	1.0	1.0	.7	8.0
		% within 2) What kind of content do you create?	62.5%	0.0%	25.0%	12.5%	100.0%
		% within 4) What type of AI tools or technologies are you using?	11.6%	0.0%	25.0%	16.7%	12.3%
		% of Total	7.7%	0.0%	3.1%	1.5%	12.3%
	Videos/YouTube	Count	20	3	3	3	29
		Expected Count	19.2	3.6	3.6	2.7	29.0
		% within 2) What kind of content do you create?	69.0%	10.3%	10.3%	10.3%	100.0%
		% within 4) What type of AI tools or technologies are you using?	46.5%	37.5%	37.5%	50.0%	44.6%
		% of Total	30.8%	4.6%	4.6%	4.6%	44.6%
Total	Count	43	8	8	6	65	
	Expected Count	43.0	8.0	8.0	6.0	65.0	
	% within 2) What kind of content do you create?	66.2%	12.3%	12.3%	9.2%	100.0%	
	% within 4) What type of AI tools or technologies are you using?	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	66.2%	12.3%	12.3%	9.2%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.404 ^a	9	.043
Likelihood Ratio	16.924	9	.050
N of Valid Cases	65		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .46.

Part A: From the above table we can see the first graphical result, "Case Processing Summary" from SPSS, which gives us a broad perspective or overview of our Chi-Squared test and crosstabulation analysis. At the same time, we are seeing the sample size in the first column under "Valid" and "N." and this sample size is already analyzed. There are 65 observations in the dataset, according to this, for which neither the "Content Types" nor the "AI tools" have any missing information. This likewise has an exceptionally high rate of 100% (Singh, N. U., et al 2013).

Part B: In the second part, the real crosstabulation of "Content Types " by "AI tools" is displayed by the SPSS chart, "content types*AI tools Crosstabulation". It is obvious that Content types "occur first in the SYNTAX and in rows, while "AI tools "occur second and in columns. In the SYNTAX, we also included COUNT and overall fields, basically, these things represent the number of observations as well as the proportion of observations that constitute the whole accurate and valid sample size for this investigation (Wibowo, A. 2017).

Null Hypothesis (H₀): There is no significant relationship between the "Content Types" and the utilization of "AI Tools".

Alternative Hypothesis (H₁): There is a significant relationship between the "Content Types" and the utilization of "AI Tools".

Interpretation: The observed and predicted frequencies of the variables differ, as shown by the chi-square value of 17.404. This discrepancy is large enough to suggest that the relationship between "content types" and "AI tools" is not due to chance alone. The degrees of freedom (DF) value of 9 suggests that there were 9 categories or levels within the variables that were considered in the analysis. This indicates that the relationship between "content types" and "AI tools" was assessed across multiple categories or levels. The asymptotic significance (2-sided) value of .043 indicates the likelihood of getting the actual chi-square number. Since this value is less than the conventional threshold of .05, it suggests that the relationship between "content types" and "AI tools" is statistically significant.

In conclusion, based on the test and P values, we can say that there is a significant relationship between "content types" and "AI tools." This finding implies that the type of content being analyzed is associated with the use of AI

tools. Which means content types are closely related to the AI tools. Specifically, those people who create blogs with Video content mostly prefer Automated content generation tools like Chat GPT and Bird AI. However, further analysis and interpretation of the data are required to determine the nature and strength of this relationship, as well as any potential underlying factors contributing to it.

Relationship between Frequency of AI Using and Attitudes to AI

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
3) How often do you use artificial intelligence for content creation? * 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	65	100.0%	0	0.0%	65	100.0%

3) How often do you use artificial intelligence for content creation? * 8) With the increased use of artificial intelligence, has it affected your work positively or negatively? Crosstabulation

		8) With the increased use of artificial intelligence, has it affected your work positively or negatively?						
		a) Positively, Increased efficiency and time savings	b) Positively, this results in reduced errors and increased accuracy	c) Same as before	d) Negatively, it has reduced thinking power and creativity.	e) Negatively, the scope of work has been greatly reduced.	Total	
3) How often do you use artificial intelligence for content creation?	a) Always	Count	5	5	0	4	4	18
		% within 3) How often do you use artificial intelligence for content creation?	27.8%	27.8%	0.0%	22.2%	22.2%	100.0%
		% within 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	50.0%	20.0%	0.0%	25.0%	36.4%	27.7%
		% of Total	7.7%	7.7%	0.0%	6.2%	6.2%	27.7%
	b) Very Frequently	Count	3	10	1	8	3	25
		% within 3) How often do you use artificial intelligence for content creation?	12.0%	40.0%	4.0%	32.0%	12.0%	100.0%
		% within 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	30.0%	40.0%	33.3%	50.0%	27.3%	38.5%
		% of Total	4.6%	15.4%	1.5%	12.3%	4.6%	38.5%
	c) Occasionally	Count	1	4	0	2	2	9
		% within 3) How often do you use artificial intelligence for content creation?	11.1%	44.4%	0.0%	22.2%	22.2%	100.0%
		% within 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	10.0%	16.0%	0.0%	12.5%	18.2%	13.8%
		% of Total	1.5%	6.2%	0.0%	3.1%	3.1%	13.8%
	d) Rarely	Count	0	3	1	1	2	7
		% within 3) How often do you use artificial intelligence for content creation?	0.0%	42.9%	14.3%	14.3%	28.6%	100.0%
		% within 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	0.0%	12.0%	33.3%	6.3%	18.2%	10.8%
		% of Total	0.0%	4.6%	1.5%	1.5%	3.1%	10.8%
	e) Very Rarely	Count	1	3	1	1	0	6
		% within 3) How often do you use artificial intelligence for content creation?	16.7%	50.0%	16.7%	16.7%	0.0%	100.0%
		% within 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	10.0%	12.0%	33.3%	6.3%	0.0%	9.2%
		% of Total	1.5%	4.6%	1.5%	1.5%	0.0%	9.2%
Total	Count	10	25	3	16	11	65	
	% within 3) How often do you use artificial intelligence for content creation?	15.4%	38.5%	4.6%	24.6%	16.9%	100.0%	
	% within 8) With the increased use of artificial intelligence, has it affected your work positively or negatively?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	15.4%	38.5%	4.6%	24.6%	16.9%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.079 ^a	16	.739
Likelihood Ratio	13.783	16	.615
N of Valid Cases	65		

a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .28.

Null Hypothesis (H₀): There is no relationship between the frequency of AI usage and individuals' attitudes towards AI.

Alternative Hypothesis (H₁): There is a relationship between the frequency of AI usage and individuals' attitudes towards AI.

Interpretation: The chi-square value of 12.079 suggests a discrepancy between the observed and expected frequencies of the variables. This indicates that there might be a relationship between "Content creation frequency" and "Attitudes to AI." The degrees of freedom (DF) value of 16 suggests that there were 16 categories or levels within the variables that were considered in the analysis. This indicates that the relationship between "Content creation frequency" and "Attitudes to AI" was assessed across multiple levels or categories. The asymptotic significance (2-sided) value of .739 indicates we cannot reject null hypothesis. Since this value is greater than the conventional threshold of .05, it suggests that the relationship between "Content creation frequency" and "Attitudes to AI" is not statistically significant at the chosen significance level.

In conclusion, based on the chi-square test, we can say that there is not a significant relationship between "Content creation frequency" and "Attitudes to AI." This finding suggests that the frequency of content creation is not strongly associated with attitudes towards AI.

Summary of the Research Findings

From my primary and secondary data analysis, I have found various responses from respective surveyors. Most of their response is relatable to the statement that AI has positively impacted the content marketing sectors in Bangladesh. I have also found that most content creators think that AI has made content creation easier and faster. At the same time, the majority opinion is that they think it is not very costly and the benefits far outweigh the costs. From the research, we have also seen that there is a significant relationship between "content types" and "AI tools." This finding implies that the type of content being analyzed is associated with the use of AI tools. Which means content types are closely related to the AI tools. Specifically, those people who create blogs with Video content mostly prefer Automated content generation tools like Chat GPT and Bird AI. In addition, we have also seen that there is a significant relationship between "Losing a job" and "Training." This finding implies that the experience of

losing a job is associated with the need for training, which means that those Content creators who fear losing their jobs also feel that they need proper training to cope up with the AI technology. From this research, we have also seen that there is no significant relationship between years of content creation and attitudes to AI, which means that the experience of content creation has no influence on positive or negative perceptions of artificial intelligence. Along with all these good things, we also found that content creators are very worried about a few things. One of these is the fear of job loss. At the same time also scared about the Loss of human creativity and thinking power, bias and ethical issues in AI algorithms, and reliance on technology over human decision-making. But the most noticeable thing is that content marketers are not too concerned about the cost of AI.

So, I can say my primary and secondary data mostly matched my hypothesis. So, our hypothesis is partially proven that AI has mostly worked in a positive way in content marketing sector in Bangladesh. I cannot say that my hypothesis is fully proved, as research has found some negative effects of artificial intelligence in the content marketing sector of Bangladesh.

CONCLUSIONS AND RECOMMENDATIONS

In this research, I just tried to identify the impact of artificial intelligence (AI) on content marketing in the context of Bangladesh. It started by describing the background of AI and its various applications in different fields. The research problem was identified as the need to understand how AI is affecting the content marketing job sector in Bangladesh and the risks and challenges associated with implementing AI in content creation. Firstly, the survey highlights that a significant proportion of content creators in Bangladesh have been creating content for more than a year, indicating a level of experience and skill development in the field of content marketing. Additionally, most respondents identified as video or affiliate content creators, indicating a strong presence of these types of content in the Bangladeshi market. Regarding the perception of AI's impact on content creation speed, a significant majority of content creators agreed that AI has made content creation easier and faster. This suggests that content creators in Bangladesh are embracing AI technologies to enhance their productivity and efficiency.

Overall, primary, and secondary data analysis provides valuable insights into the perceptions, attitudes, and trends related to the impact of AI on content marketing in Bangladesh. It highlights the need for training and preparedness among content creators, as well as the importance of addressing concerns and uncertainties regarding AI's impact on job opportunities and career growth.

1. In a country like Bangladesh, training is most needed to stay well with artificial intelligence in the content creation sector. Without adequate knowledge, it will be difficult to survive in the content creation sector just because of innovation of AI.
2. Identify areas in your organization where AI can provide value and enhance existing processes. Evaluate use cases that correspond with your

business goals, such as increasing customer experience, streamlining processes, or strengthening decision-making.

3. Recognize that AI is not a replacement for human intelligence but a tool to augment human skills. Encourage collaboration between AI systems and human professionals to utilize the strengths of both.

FURTHER STUDY

While conducting this research, I experienced various problems that impacted my study. The first challenge I faced was the constraint of time. I had limited time to collect data and execute the analysis, which pushed me to conduct my surveys more regularly. Unfortunately, this time limitation occasionally resulted in lower than planned response rates. I also had to experiment with specific questions, which may have been enhanced if I had more time to polish our technique. Secondly cost was one of the biggest matters. If I had more funding to do this research, it could have been done better.

Additionally, the availability of pertinent materials provided another problem during my secondary study. Within the limited timeframe, I struggled to discover accessible books and journals that gave complete information on the topic matter. Moreover, participants generally did not directly disclose their preconceptions, which restricted the strength of our research.

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