

# AI-DRIVEN MARKETING AND SALES STRATEGIES IN INDIA'S FASTFOOD INDUSTRY: A TRANSFORMATIONAL APPROACH

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## Abstract

The Indian fast food industry is undergoing a significant transformation with the integration of Artificial Intelligence (AI) into marketing and sales strategies. This study explores how AI-driven technologies such as predictive analytics, chatbots, machine learning, and dynamic pricing are reshaping customer engagement, sales growth, and operational efficiency. AI-powered tools enable fast food chains to personalize customer experiences, optimize menu engineering, and enhance supply chain management. Despite its advantages, challenges such as high implementation costs, data privacy concerns, and skill gaps hinder widespread AI adoption. This research employs a descriptive methodology, analysing secondary data from academic sources, industry reports, and government publications. The findings suggest that AI-driven strategies enhance customer retention, streamline operations, and boost revenue. The study concludes with recommendations for leveraging AI effectively while addressing ethical and technological challenges. By adopting AI responsibly, India's fast food industry can sustain its competitive edge and drive long-term growth.

**Keywords:** Artificial Intelligence (AI), fast food, Marketing Automation, Predictive Analytics, Personalized Marketing, Chatbots and Virtual Assistants, Customer Engagement, Sales Growth, Dynamic Pricing.

## INTRODUCTION

The Indian fast food industry has witnessed unprecedented growth in recent years, driven by increasing demand for convenient and affordable food options. However, this growth has also led to intense competition, with several domestic and international players competing for market share. To stay ahead in this competitive landscape, fast food chains in India are increasingly turning to Artificial Intelligence (AI) to drive their marketing and sales strategies. AI-powered technologies such as machine learning, natural language processing, and predictive analytics are being leveraged to personalize customer experiences, optimize menu engineering, and enhance supply chain efficiency.

The use of AI in marketing and sales is transforming the way fast food chains interact with their customers. AI-powered chatbots and virtual assistants are being used to provide personalized recommendations, offer real-time promotions, and resolve customer complaints. Additionally, AI-driven analytics is enabling fast food chains to gain deeper insights into customer behaviour, preferences, and purchasing patterns. This information is being used to develop targeted marketing campaigns, optimize menu offerings, and improve customer satisfaction.

Despite the potential benefits of AI-driven marketing and sales strategies, there is a lack of research on this topic in the context of India's fast food industry. This study aims to address this knowledge gap by exploring the use of AI in marketing and sales strategies of fast food chains in India. Specifically, the study will examine the impact of AI on customer experience, sales growth, and operational efficiency in the Indian fast food industry.

The study will adopt a transformational approach, examining how AI is transforming the marketing and sales strategies of fast food chains in India. The study will also identify the challenges and limitations of implementing AI-driven marketing and sales strategies in the Indian fast food industry, and provide recommendations for fast food chains to control AI effectively.

## LITERATURE REVIEW

James Prosper (2018) – "AI-Driven Innovations in Sales and Marketing" aimed to analyse how artificial intelligence (AI) transforms modern marketing and sales strategies. Using a literature review methodology, the study explored AI-driven applications like predictive analytics, machine learning, and automation. Findings

revealed that AI enhances hyper-personalization, customer segmentation, and marketing efficiency while also addressing ethical concerns like data privacy and algorithmic bias. The study concluded that AI adoption is reshaping digital marketing, but businesses must balance automation with human engagement for long-term success.

Paras Mehak Khokhar & CmaChitsimran (2019) – "Evolution of Artificial Intelligence in Marketing: Comparison with Traditional Marketing" aimed to examine the transformation of marketing through AI and its impact on traditional marketing practices. The study used a survey-based approach to assess consumer awareness and adoption of AI in marketing. Findings revealed that AI-driven personalization, automation, and customer engagement significantly improve marketing efficiency, though challenges like customer trust and ethical concerns persist. The study concluded that while AI is enhancing marketing strategies, complete integration into businesses will take time.

Abid Haleem (2022) – "Artificial Intelligence (AI) Applications for Marketing: A Literature-Based Study" aimed to analyse the growing influence of AI in marketing, focusing on customer engagement, decision-making, and predictive analytics. The study employed a literature review methodology, synthesizing insights from various scholarly sources. Findings revealed that AI-driven data analytics, machine learning, and automation significantly enhance marketing efficiency and customer targeting. The study concluded that AI adoption in marketing leads to improved consumer insights, personalized experiences, and competitive advantages for businesses.

Mrinmoy Roy (2022) – "Artificial Intelligence in Pharmaceutical Sales & Marketing: A Conceptual Overview" aimed to explore how AI enhances pharmaceutical sales and marketing strategies. Using a literature-based conceptual analysis, the study examined AI's role in hyper-personalization, predictive analytics, and customer engagement. Findings revealed that AI helps pharmaceutical companies optimize sales, improve customer targeting, and enhance CRM systems, leading to better business efficiency and strategic decision-making. The study concluded that AI-driven marketing ensures competitive advantages, but requires ethical considerations in data usage.

A. Lakshmi Priyanka (2023) – "A Study on Artificial Intelligence in Marketing" aimed to explore how AI transforms modern marketing strategies. Using a literature review methodology, the study analysed AI-driven applications such as predictive analytics, personalized marketing, and automation. Findings revealed that AI improves efficiency, customer experience, and decision-making while presenting challenges like data security and ethical concerns. The study concluded that AI adoption in marketing provides a competitive edge, but businesses must balance automation with ethical considerations.

Olena Bilovodska (2024) – "Artificial Intelligence for Marketing Product Strategy in the Online Education Market" aimed to analyse the integration of AI into marketing strategies for online education. The study used comparative analysis and systematic literature review, evaluating AI-driven marketing approaches across different online learning platforms. Findings revealed that AI enhances customer segmentation, personalized content delivery, and targeted advertising, significantly improving marketing efficiency. The study concluded that AI adoption in education marketing can lead to better engagement, optimized pricing, and increased enrollment rates.

Kunal Dey (2024) – "Artificial Intelligence in Marketing" aimed to analyse the impact of AI-driven strategies on marketing performance. The study used a mixed-method approach, combining qualitative case studies and quantitative analysis of AI applications. Findings revealed that AI enhances customer segmentation, predictive analytics, and marketing automation, leading to personalized campaigns and improved business efficiency. The study concluded that AI-powered marketing significantly influences consumer engagement and competitive advantage, emphasizing the need for ethical AI use in marketing strategies.

Wagobera Edgar Kedi (2024) – "AI Software for Personalized Marketing Automation in SMEs: Enhancing Customer Experience and Sales" aimed to explore the role of AI in improving marketing automation for small and medium-sized enterprises (SMEs). Using a literature review methodology, the study analysed how AI technologies such as machine learning, natural language processing, and predictive analytics optimize marketing strategies. Findings revealed that AI-driven tools enhance customer engagement, increase sales efficiency, and provide a competitive advantage for SMEs. The study concluded that AI adoption is crucial for SMEs to remain competitive, with ethical considerations being a key focus for future implementation.

Nitin Rane (2024) – "Artificial Intelligence in Sales and Marketing: Enhancing Customer Satisfaction, Experience, and Loyalty" aimed to examine the role of AI in transforming sales and marketing strategies. Using a qualitative literature review methodology, the study analysed AI-driven personalization, CRM automation, and predictive analytics in marketing. Findings revealed that AI enhances customer engagement, loyalty, and experience through chatbots, recommendation systems, and sentiment analysis. The study concluded that AI adoption is crucial for businesses to remain competitive and improve customer relationships.

Shresth Kumar (2024) – "Analysing the Influence of AI-Driven Marketing Strategies on E-Business Sales Performance" aimed to examine how artificial intelligence (AI) impacts e-commerce sales, focusing on client acquisition and conversion rates. Using a systematic literature review of 70 Scopus-indexed sources, the study analysed AI solutions such as chatbots, personalization engines, and predictive analytics. Findings revealed that

AI enhances marketing efficiency, customer engagement, and revenue growth. The study concluded that AI is a crucial tool for improving e-business sales but requires ethical considerations.

Harsandaldeep Kaur (2024) – "Artificial Intelligence and Commerce: Revolutionizing Marketing, Sales, and Customer Experience" aimed to explore the role of AI in transforming business operations. Using a literature review methodology, the study examined AI-driven marketing automation, predictive analytics, and customer behaviour analysis. Findings revealed that AI enhances marketing efficiency, sales processes, and customer engagement through personalization and automation. The study concluded that AI adoption in commerce leads to increased competitiveness, but ethical considerations regarding data privacy and responsible AI deployment remain key challenges.

Ali Ghufraan & Waqar Ahmad (2025) – "The Impact of AI-Enhanced Digital Marketing Strategies on Consumers' Purchase Behaviour for Lifestyle Products" aimed to analyse how AI-powered marketing influences consumer purchase behaviour and motivation. The study used a descriptive research design, collecting 577 responses from Uttar Pradesh, India, and applying structural equation modeling (SEM) via SmartPLS. Findings revealed that AI-driven marketing positively influences consumer attitudes and motivation, leading to stronger purchase behaviour. The study concluded that personalized engagement, emotional appeal, and value-driven messaging are key to driving AI-powered marketing success.

## OBJECTIVES

1. To investigate the impact of AI-driven marketing and sales strategies on customer experience in India's fast food industry.
2. To analyse effectiveness of AI-powered marketing and sales tools in enhancing sales growth and revenue.
3. To Explore current state of AI adoption in marketing and sales strategies of fast food chains in India.

## METHODOLOGY

This study employs a descriptive research methodology based on secondary data analysis to examine AI-driven marketing and sales strategies in India's fast food industry. Data is collected from academic journals, industry reports, government publications, company case studies, and market research databases. The study analyses AI applications such as predictive analytics, chatbots, personalized marketing, and dynamic pricing through a comparative and trend analysis approach. Key insights are synthesized using thematic analysis, and findings are presented through tables, charts, and figures to illustrate the impact of AI on customer engagement, sales growth, and operational efficiency. Ethical considerations include proper citation of sources and ensuring data accuracy and relevance for a comprehensive understanding of AI's transformative role in India's fast food sector.

### Government and Industry Reports:

"AI in India - A Strategic Necessity"

This report, a joint initiative by the Indian Institute of Management Ahmedabad and Boston Consulting Group, emphasizes the critical role of AI in India's economic growth, highlighting its transformative impact across various industries, including the fast food sector.

BCG

"NASSCOM-BCG Report: AI Market in India"

Released by NASSCOM in collaboration with BCG, this report projects that India's AI market is expected to reach \$17 billion by 2027, growing at a CAGR of 25-35%, underscoring AI's expanding influence in sectors like fast food.

IndiaAI

"AI-Powered Marketing and Sales Reach New Heights with Generative AI" Published by: McKinsey & Company

Summary: This report discusses the potential impact of generative AI on customer experience, growth, and productivity in marketing and sales, emphasizing dynamic audience targeting and segmentation. Access it here: <https://www.mckinsey.com>

"AI in Food Industry: Benefits, Use Cases, and Trends in 2025" Published by: OnGraph Technologies

Summary: This article outlines various AI applications in the food industry, including AI-driven ordering systems that use voice recognition to take orders, thereby enhancing efficiency and reducing errors. Access it here: <https://www.ongraph.com/ai-in-food-industry/OnGraph+1>

"Use of AI in the Food Industry [2025]"

Published by: Digital Defynd

Summary: This article outlines various AI applications in the food industry, including AI-driven ordering systems that use voice recognition to take orders, thereby enhancing efficiency and reducing errors.

Access: <https://digitaldefynd.com/IQ/ai-in-food-industry/>

"State of AI in Marketing - India"

Publisher: Mobile Marketing Association (MMA) Global

Summary: This report delves into the adoption and understanding of AI in marketing within India, highlighting that 54% of respondents feel AI adoption in marketing is not effectively understood, and 42% are in the experimentation phase of integrating AI into their marketing strategies.

Access: <https://www.mmaglobal.com/documents/india-state-ai-marketing-report>

## FINDINGS

The study reveals that AI-driven marketing and sales strategies have significantly transformed India's fast food industry by enhancing customer experience, operational efficiency, and sales growth. AI-powered tools such as chatbots, predictive analytics, dynamic pricing, and personalized marketing enable fast food chains to offer real-time promotions, personalized recommendations, and automated order processing, improving customer engagement. AI-driven data analytics helps businesses understand consumer behaviour, preferences, and purchasing patterns, leading to optimized marketing campaigns and menu engineering. Additionally, AI modernizes supply chain management and inventory forecasting, reducing waste and operational costs. Despite its advantages, challenges such as data privacy concerns, high implementation costs, and the need for skilled workforce remain barriers to AI adoption. The study concludes that while AI is a game-changer for fast food marketing and sales in India, its success depends on ethical AI practices, continuous innovation, and overcoming integration challenges.

## RECOMMENDATIONS

### 1. Enhance AI-Driven Personalization

Implement AI-powered recommendation engines to provide customized food suggestions based on customer preferences and past purchases.

Utilize machine learning algorithms to tailor promotional offers and discounts for individual customers.

### 2. Improve Customer Engagement Through AI Chatbots

Deploy AI-driven chatbots for 24/7 customer support, order tracking, and resolving customer queries efficiently.

Integrate multilingual AI chatbots to cater to India's diverse linguistic population

### 3. Develop AI Training Programs for Employees

Provide training programs to employees on how to effectively utilize AI-driven tools.

Encourage a culture of AI adoption within the organization to improve overall efficiency and competitiveness

### 4. Adopt AI-Powered Dynamic Pricing Models

Utilize AI algorithms to implement real-time pricing strategies based on demand, time of day, and competitor pricing.

Automate pricing adjustments to maximize revenue while maintaining customer satisfaction.

## CONCLUSION

The integration of AI-driven marketing and sales strategies has revolutionized India's fast food industry by enhancing customer engagement, optimizing operational efficiency, and boosting sales. AI-powered tools such as chatbots, predictive analytics, dynamic pricing, and personalized marketing have enabled fast food chains to create data-driven strategies that improve customer experience and streamline business processes. While AI presents numerous opportunities for growth, challenges such as high implementation costs, data privacy concerns, and the need for skilled personnel must be addressed. Overall, AI adoption in India's fast food sector is a game-changer, and businesses that leverage its potential effectively will gain a significant competitive advantage.

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