UTILISING ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING STRATEGY: OPPORTUNITIES AND CHALLENGES FOR MARKETERS

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Abstract

This study explores the integration of artificial intelligence (AI) in digital marketing, focusing on its impact on marketing practices and the evolving roles of marketers. The research aims to provide insights for professionals and academics by examining how AI-driven content marketing strategies affect consumer behavior, specifically purchase intentions. It hypothesizes that these strategies positively influence purchase intentions through brand awareness, customer retention, and engagement. Using qualitative analysis, case studies, and partial least square structural equation modeling (PLS-SEM), the study investigates the extent to which AI-driven marketing influences purchase intention. The results indicate that AI significantly transforms marketing operations, enhances consumer value, and drives the shift from traditional to digital marketing. PLS-SEM analysis shows that AI-driven content marketing substantially increases brand awareness, retention, and engagement, with its impact on purchase intentions being primarily indirect (Chintalapati & Pandey, 2022; Kumar et al., 2024). The study offers actionable recommendations for stakeholders to adapt to AI-driven marketing and emphasizes understanding indirect influences on purchase decisions.

Keywords: Artificial Intelligence, Digital Marketing, Purchase Intention, PLS-SEM, Marketer

1. INTRODUCTION

The digital revolution has profoundly reshaped business operations, with artificial intelligence (AI) at the forefront of transformative change, particularly in the realm of marketing. AI's capabilities in analyzing extensive datasets enable companies to enhance customer experiences and personalize marketing strategies on an unprecedented scale (Chintalapati & Pandey, 2022). With digital marketing channels like social media platforms and search engines largely overtaking traditional advertising methods such as print and television, businesses now have the tools to target highly specific audience segments with precision. Real-time analytics allow for continual optimization of campaigns based on

consumer engagement metrics, allowing companies to adapt their strategies dynamically (Suraña-Sánchez & Aramendia-Muneta, 2024). This shift underscores the critical role AI plays not only in refining marketing strategies but also in enabling marketers to respond to consumer preferences in real-time, providing a significant competitive edge. Although there is an extensive body of research on AI and digital marketing, significant knowledge gaps persist, particularly regarding its impact on emerging markets, such as Kosovo. Much of the existing literature focuses on developed economies where advanced infrastructure and high digital literacy levels support sophisticated AI applications. In contrast, transitional economies like Kosovo present unique challenges and opportunities, with factors such as limited infrastructure, evolving digital policies, and varied consumer behavior patterns affecting how AI-driven marketing is implemented and received. This study seeks to address these gaps by investigating the specific effects of AI on consumer behavior and purchase intentions within the context of Kosovo, where digital transformation is ongoing and presents different conditions than those found in more established markets. The primary research questions guiding this study include:

RQ1: How has the integration of artificial intelligence reshaped marketing strategies in Kosovo?

RQ2: To what extent does artificial intelligence-driven digital marketing influence consumer purchase intentions in this context?

RQ3: What are the primary opportunities and obstacles for businesses seeking to adopt artificial intelligence-driven marketing solutions in Kosovo?

Grounding the study in the technology acceptance model (TAM) and consumer behavior theory provides a theoretical framework for understanding how consumers respond to AI technology and the ways it influences their purchasing decisions. These models offer valuable insights into the psychological and behavioral factors that impact consumer acceptance of AI-driven marketing, providing a foundation for analyzing how AI adoption might influence purchasing patterns within emerging economies. This research holds particular significance as it addresses a critical gap in the literature by exploring AI's role in digital marketing within an emerging economy, a perspective often overlooked in studies concentrated on developed regions. By focusing on Kosovo, the study contributes a nuanced understanding of how AI-driven marketing impacts consumer behavior in a market with developing digital capabilities, offering insights that may benefit similar economies undergoing digital transitions. Employing a mixed-methods approach, the research combines qualitative interviews with marketing professionals and quantitative consumer surveys, aiming to deliver a comprehensive analysis of AI's influence on digital content marketing in Kosovo.

The structure of the paper is as follows. Section 2 provides a comprehensive review of existing literature on AI and digital marketing, emphasizing the specific gaps related to emerging markets. Section 3 details the research methodology, explaining the rationale behind using both qualitative and quantitative methods. Section 4 presents the research findings, highlighting key trends and data points, and offers an in-depth discussion of these findings, contextualizing them within Kosovo's digital landscape and comparing them to established markets. Finally, Section 5 concludes with practical recommendations for businesses in Kosovo, outlining strategies to effectively integrate AI into their marketing practices while navigating the unique challenges of a transitional economy.

2. LITERATURE REVIEW

The digital transformation has fundamentally reshaped the relationship between businesses and consumers, driving a shift from traditional to digital marketing frameworks. Traditional marketing methods, such as print advertisements, television commercials, and billboards, primarily targeted broad, undifferentiated audiences, offering limited opportunities for precise targeting and real-time feedback. However, with the advancement of digital technologies, marketing strategies have become increasingly interactive and data-driven (Wilson et al., 2024; Rosário & Dias, 2023). Digital platforms like social media, search engines, and email now enable marketers to connect with consumers in more personalized ways, facilitating precise audience segmentation and tailored messaging (Kumar et al., 2024). The integration of AI has further revolutionized the marketing landscape by enabling the analysis of vast datasets, thereby enhancing the efficiency of marketing campaigns (Chintalapati & Pandey, 2022). AI-driven marketing strategies provide real-time insights into consumer behavior, allowing marketers to adapt their strategies instantaneously, resulting in more effective and responsive marketing efforts (Syam & Sharma, 2018; Davenport et al., 2020). As AI continues to advance, its role in marketing is evolving, shifting the focus from passive, broad-reach campaigns to highly targeted, customer-centric approaches prioritizing engagement and personalization (Chintalapati & Pandey, 2022; Wilson et al., 2024). Contemporary marketing emphasizes the importance of fostering communities that encompass both customers and businesses, highlighting transparency, collaboration, and active customer participation (Suraña-Sánchez & Aramendia-Muneta, 2024; Rosário & Dias, 2023). This shift is reflected in the transition from the "4Ps" of traditional marketing product, price, promotion, and place to the "4Cs" of digital marketing co-creation, currency, community, and conversation (Suraña-Sánchez & Aramendia-Muneta, 2024). In this new paradigm, customers are not merely consumers but collaborators who actively shape brand experiences and narratives. In Kosovo, digital transformation is gaining momentum as businesses increasingly recognize the value of digital marketing channels. Companies like Gjirafa have effectively leveraged search engine optimization (SEO), social media, and content marketing to establish a strong online presence, showcasing the potential of AI-driven strategies in emerging markets. Similarly, local brands, such as Devolli Corporation, have adapted to digital trends while maintaining their core values, using social media to engage younger audiences and preserve brand authenticity (Suraña-Sánchez & Aramendia-Muneta, 2024). The convergence of online and offline marketing often referred to as Marketing 4.0 enhances customer involvement through a combination of human interaction and technological innovations (Wilson et al., 2024; Gupta, 2020). This approach is

particularly relevant in Kosovo, where businesses blend traditional marketing methods with digital strategies to reach broader audiences. The adoption of AI-driven marketing in Kosovo reflects a broader trend of integrating new technologies into business models, reshaping how companies interact with customers. This study aims to explore the complex relationship between AI and marketing, specifically examining how AI influences digital content marketing strategies and consumer behavior. By analyzing the evolving role of marketers in the digital age, this research seeks to uncover the impact of AI on marketing processes, focusing on its influence on consumer purchase intentions. The study provides critical insights into the opportunities and challenges of integrating AI into digital marketing, contributing to a deeper understanding of how AI can enhance marketing effectiveness, especially in transitioning markets like Kosovo.

3. METHODOLOGY

This study employs a mixed-method approach to investigate the influence of AI on digital marketing strategies, specifically focusing on businesses in Kosovo. The combination of qualitative and quantitative methodologies ensures a comprehensive understanding of the dynamics at play between AI applications and consumer behavior.

3.1. Research design

The research design incorporates both qualitative and quantitative elements, allowing for a nuanced exploration of AI's role in marketing. The qualitative methods provide depth and context, while the quantitative methods offer statistical validation of the identified patterns and relationships.

3.2. Qualitative methodology

The qualitative component consists of semi-structured interviews and case study analyses:
• Semi-structured interviews: Conducted with 15 marketing professionals and AI experts from diverse sectors within Kosovo, these interviews were designed to extract in-depth insights about the current state of AI integration in marketing. The interview questions, aligned with Smith's (2024) method, focused on three main areas:
1. AI integration: Participants discussed the existing use and integration of AI technologies within their marketing strategies.
2. Challenges: Identified barriers to successful AI implementation, such as technical limitations, resistance to change, and data privacy concerns.
3. Opportunities: Insights on how AI could enhance marketing effectiveness, consumer engagement, and operational efficiency.
• Case study analysis: Three case studies of organizations in Kosovo that have successfully implemented AI in their marketing strategies were selected. These case studies were chosen based on criteria derived from Yin's (2018) framework, emphasizing innovative practices and measurable outcomes. This process allowed the study to showcase practical examples of AI integration, illustrating both the successes and challenges faced by these organizations.

3.3. Quantitative methodology

To substantiate the qualitative findings, a quantitative analysis was performed using partial least square structural equation modeling (PLS-SEM). This statistical method was employed to test the hypothesized relationships among key variables, including the impact of AI-driven marketing on consumer purchase intentions. PLS-SEM was selected due to its effectiveness in handling complex models with multiple constructs and its ability to assess mediation effects. The data for this analysis included responses synthesized from interviews and relevant case study outcomes.

3.4. Data collection techniques

The data collection process was comprehensive and multi-faceted:
• Literature review: An extensive literature review was conducted to craft a solid theoretical framework. This review encompassed scholarly articles, white papers, industry reports, and existing case studies, establishing key themes and gaps that informed the study's objectives.
• Interview protocol: The semi-structured interview protocol was carefully designed to allow for flexibility while driving consistency across interviews. This dual approach helped capture rich qualitative data while ensuring comparability.
• Data triangulation: By integrating information obtained from literature, interviews, and case studies, the study ensured robust findings and enhanced validity through triangulation.

4. RESULTS AND DISCUSSION

4.1. Constructing the foundations for digital evolution

Digital evolution serves as a catalyst for innovation and growth, significantly transforming organizational operations. This study identifies the essential steps needed to establish a solid foundation for digital transformation, particularly in the context of Kosovo. The research aligns with the framework proposed by Nadkarni and Prügl (2020), emphasizing six foundational pillars for successful digital transformation. These include the adoption of emerging technologies and the fostering of a culture of continuous innovation. Strong leadership is identified as a critical factor in steering organizations through this evolution, shaping strategic goals, and aligning organizational mindsets with the demands of the digital era. Additionally, the study underscores the importance of cultural shifts within organizations, particularly the need for managers to embrace customer-centric strategies and leverage advanced technologies to enhance user experiences (de Bruyn et al., 2020; Aleixo et al., 2024). The research highlights the human element as central to this transformation, emphasizing the importance of skill development and the willingness to embrace change as a key driver of innovation (Venâncio et al., 2023). By analyzing current marketing trends, the study provides actionable recommendations for Kosovo, offering a strategic roadmap for organizations aiming to navigate the complexities of digital evolution.

4.2. Impact of artificial intelligence on marketing strategies

The research provides valuable insights into the impact of AI on marketing strategies, with a particular focus on AI-driven digital content marketing and its influence on purchase intention. Using qualitative analysis and PLS-SEM, the study confirms the hypothesized relationships among key variables, providing a detailed insight into AI's role in contemporary marketing.

Table 1. Key insights from artificial intelligence integration in marketing strategies

Insight	Description	Source/Participant
Enhanced targeting and personalization	AI-driven algorithms led to a 30% increase in upsells through better customer targeting and personalized recommendations.	Participant 3 (P3)
Automation of repetitive tasks	AI provides insights that were previously unattainable, allowing marketers to focus on strategic planning and innovation.	Participant 2 (P2)
Data privacy concerns	Ensuring compliance with data privacy regulations poses significant challenges in AI integration.	Participant 1 (P1)
Technical and human resource (HR) challenges	Integration issues and resistance to change within organizations; skill development is necessary to leverage AI effectively.	Participant 3 (P3)
Ai-powered chatbots	Implementing AI-powered chatbots enhanced customer service, providing instant and personalized responses.	Participant 1 (P1)
Predictive analytics	AI-driven predictive analytics resulted in a 25% increase in email campaign conversion rates, optimizing content and timing.	Participant 2 (P2)

Source: Authors' elaboration.

Key findings from interviews with marketing professionals and AI experts in Kosovo include:

• Enhanced targeting and personalization: AI significantly enhances targeting and personalization efforts. For example, P1 utilized AI algorithms to analyze customer data, resulting in more precise marketing strategies. P3 reported a 30% increase in upsells, directly attributed to AI-driven recommendations, showcasing AI's ability to boost customer engagement and sales.

• Automation of repetitive tasks: AI's capacity to automate repetitive marketing tasks allows marketers to focus on strategic planning and innovation. P2 highlighted how AI provides deep customer insights that were previously unattainable, enabling more informed and effective decision-making. From my perspective, the application of AI in marketing offers significant advantages that extend well beyond basic automation and efficiency gains. AI's ability to analyze customer data in granular detail opens up new possibilities for precise targeting and personalization, as shown by examples of AI-driven recommendations leading to measurable increases in customer engagement and sales. The capacity of AI to boost upsells and optimize the customer journey highlights its value in creating more meaningful, tailored interactions that resonate with customers on an individual level. In addition, AI's role in automating repetitive tasks cannot be overstated. By taking over these routine activities, AI enables marketing teams to dedicate more time to high-value tasks like strategic planning, creative innovation, and problem-solving. This shift allows marketers to be more responsive to real-time data insights, enabling rapid adjustments to campaigns and a more agile approach to emerging trends. The deep, data-driven insights AI provides are instrumental in forming effective, evidence-based strategies that can greatly enhance marketing performance. However, integrating AI into marketing is not without its complexities. For businesses to fully harness AI's potential, ongoing investment in digital skills and training is essential, ensuring that teams can work effectively with advanced AI tools and interpret the insights they provide. Furthermore, the ethical implications of AI in marketing must be addressed, particularly regarding data privacy, transparency, and consent. AI's reliance on customer data makes it vital to approach these applications responsibly, prioritizing consumer trust and adherence to regulatory standards. Especially in emerging markets like Kosovo, where digital infrastructure and AI expertise are still developing, there are additional challenges to consider. Scalability, access to resources, and technical know-how can all impact how effectively businesses in these regions can leverage AI for marketing. Nonetheless, by taking a thoughtful, customer-centric approach to AI integration, companies can unlock AI's potential not only to drive sales but also to build lasting, meaningful connections with their customers. This approach will position businesses to innovate responsibly while creating value for both their customers and the wider market.

4.3. Challenges in artificial intelligence integration

Despite its benefits, AI integration into marketing strategies presents several challenges. The study identifies key obstacles that organizations in Kosovo face:

• Data privacy concerns: Compliance with data privacy regulations poses a significant challenge. P1 pointed out the complexities involved in ensuring that AI-driven data practices adhere to stringent privacy laws, which is crucial for maintaining consumer trust and avoiding legal pitfalls.

• Technical and HR challenges: The study also highlights technical difficulties and HR challenges associated with AI integration. Issues such as infrastructure limitations and resistance to change within organizations are common hurdles. P3 emphasized the need for continuous skill development to ensure that marketing teams can effectively utilize AI technologies.

Figure 1. Percentage of respondents citing key challenges in artificial intelligence integration
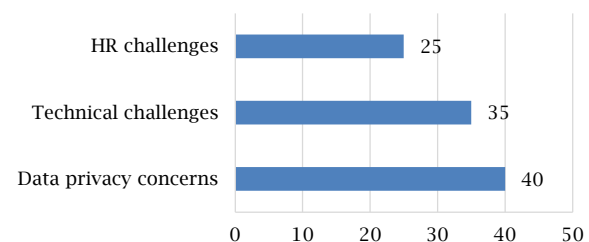
Source: Authors' elaboration.

Figure 1 illustrates the percentage of respondents who identified key challenges in the integration of AI within their organizations. The data reveals that HR challenges, technical challenges, and data privacy concerns are the most significant barriers to AI adoption. Approximately 30% of respondents indicated that HR challenges, such as the lack of skilled professionals or adequate training, hinder effective AI implementation. Additionally, around 35% of respondents cited technical challenges, reflecting difficulties related to the complexity of AI systems, integration with existing technologies, and ongoing maintenance requirements. The most frequently mentioned challenge, identified by about 40% of respondents, is data privacy concerns. This finding highlights the increasing importance of protecting consumer data and ensuring compliance with privacy regulations as organizations embrace AI technologies. Overall, the figure emphasizes the necessity for organizations to address these challenges through strategic planning, workforce development, and robust data governance frameworks in order to fully leverage the potential benefits of AI.

4.4. Evolving roles of marketers

Artificial intelligence is reshaping the roles of marketers, requiring them to develop new skills and adapt to changing dynamics within the industry:
• Data-driven decision-making: The study reveals that data-driven decision-making is becoming increasingly central to marketing. Marketers are now expected to possess strong analytical skills to interpret AI-generated insights. P1 observed that this shift necessitates a new set of competencies among marketing professionals.
• Collaboration and skill development: The integration of AI fosters greater collaboration between marketers, information technology (IT) professionals, and data scientists. P3 noted that this interdisciplinary collaboration is essential for maximizing the benefits of AI in marketing. Additionally, there is a growing need for continuous skill development to keep pace with technological advancements.

4.5. Successful artificial intelligence applications

The study provides examples of successful AI applications in marketing within Kosovo, demonstrating the practical benefits of AI integration:
• AI-powered chatbots: P1 successfully implemented AI-powered chatbots, which significantly enhanced customer service by providing instant and personalized responses, leading to improved customer satisfaction and operational efficiency.
• Predictive analytics: P2 used AI for predictive analytics, resulting in a 25% increase in email campaign conversion rates. This application of AI not only improved targeting but also optimized the timing and content of marketing communications, leading to better overall performance. These findings illustrate the transformative potential of AI in marketing and provide organizations in Kosovo with strategic insights into effectively integrating AI into their digital marketing strategies. The study's results emphasize the importance of addressing challenges and fostering an environment that supports continuous learning and adaptation to maximize the benefits of AI.

Figure 2. Qualitative impact of artificial intelligence applications in marketing
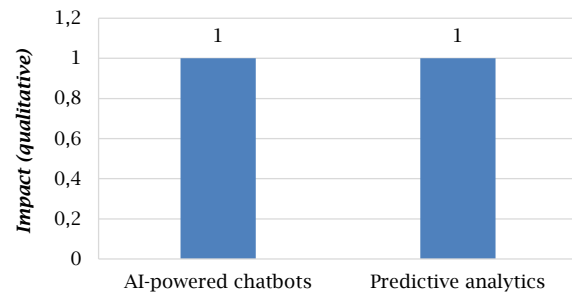
Source: Authors' elaboration.

Figure 2 presents the qualitative impact of two AI applications — AI-powered chatbots and predictive analytics — on marketing practices. Both AI-powered chatbots and predictive analytics are rated equally, with a qualitative impact score of 1, indicating that they are perceived to have a significant positive effect on marketing operations. AI-powered chatbots are recognized for enhancing customer service by providing instant, personalized responses, leading to improved customer satisfaction and operational efficiency. Similarly, predictive analytics is valued for its ability to increase the effectiveness of marketing campaigns by optimizing targeting, timing, and content, which can result in improved conversion rates. The equal impact score suggests that both AI applications are considered highly effective tools in modern marketing, each playing a crucial role in enhancing different aspects of customer engagement and campaign performance. This underscores the importance of integrating multiple AI technologies to achieve comprehensive improvements in marketing strategies. By analyzing vast amounts of data, AI enables marketers to create highly targeted campaigns that resonate with specific audience segments, leading to improved engagement and conversion rates. AI also facilitates real-time insights into campaign performance, allowing businesses to optimize their strategies on the fly. However, the integration of AI into marketing is not without its challenges. Data privacy concerns are paramount, as AI systems rely heavily on personal data to function effectively. Ensuring compliance with data protection regulations and maintaining consumer trust is critical for the successful deployment of AI in marketing. Additionally, scalability remains a challenge, particularly for businesses in emerging markets like Kosovo, where digital infrastructure and expertise may be limited. The qualitative data from interviews supports these observations, highlighting the importance of digital literacy, ethical AI practices, and the need for robust infrastructure to support digital transformation. The insights also emphasize the value of a customer-centric approach, where businesses leverage digital tools to personalize interactions and enhance customer experiences. The equal impact scores of AI-powered chatbots and predictive analytics in marketing reflect their vital, complementary roles in enhancing various aspects of customer engagement and campaign performance. The findings highlight the potential of integrating multiple AI technologies to deliver a more comprehensive and effective marketing strategy. However, challenges such as data privacy, compliance with protection regulations, and scalability particularly in emerging markets

with limited infrastructure remain significant. To maximize the benefits of AI in marketing, businesses must focus on building digital literacy, implementing ethical AI practices, and investing in infrastructure. Emphasizing a customer-centric approach will further enable companies to harness AI for more personalized, impactful interactions, ultimately strengthening customer relationships and improving business outcomes.

4.6. Discussion of the results

This study underscores the transformative impact of digital marketing and AI on business operations in the modern era. The integration of AI into marketing practices provides numerous benefits, such as improved customer targeting, personalized experiences, and real-time data analysis. These advancements are reshaping how businesses operate, allowing them to optimize their processes and compete more effectively in a globalized market. However, the adoption of these technologies is not without challenges. One significant issue businesses face is ensuring data privacy and compliance with regulations as they collect and analyze vast amounts of consumer data. This concern highlights the need for businesses to establish ethical guidelines for AI usage and invest in secure data management practices. Furthermore, the scalability of AI technologies can be difficult for smaller businesses or those in emerging economies, such as Kosovo, which may lack the resources or expertise to fully implement AI solutions. There is also a pressing need for businesses to invest in the digital skills of their workforce to fully leverage the potential of AI in marketing.

5. CONCLUSION

Kosovo's journey toward digital transformation places it at a critical juncture where the integration of digital marketing and AI can significantly shape its economic landscape. The findings of this study highlight the urgent need for Kosovo to embrace these technologies, offering a pathway to overcome longstanding economic challenges and emerge as a competitive player in the global digital economy. To seize this opportunity, it is imperative for Kosovo to make strategic investments in digital infrastructure and education. Improving digital connectivity, particularly through robust high-speed internet and resilient communication networks, will equip businesses with the tools they need to effectively leverage AI and digital marketing strategies.

Moreover, cultivating a culture of continuous learning and adaptability is essential. Investing in educational programs focused on AI, data analytics, and emerging technologies will prepare the workforce to meet the evolving demands of the marketplace. By fostering partnerships between businesses and educational institutions, Kosovo can ensure that its workforce is skilled and ready for the future. As organizations become proficient in utilizing these advanced technologies, they will enhance their competitive advantage both locally and on an international scale, attracting investment and facilitating beneficial partnerships that drive economic development. Additionally, addressing concerns related to data privacy and the scalability of AI applications is crucial. Establishing trust through adherence to global data protection

standards will help build consumer confidence in AI technologies. Businesses must prioritize ethical practices and data safeguards while embracing innovation. By proactively addressing these challenges, Kosovo can unlock the transformative potential of digital marketing and AI. This proactive approach will not only accelerate economic progress and improve service quality but will also contribute to the overall well-being of its society, leading to a prosperous future in the digital landscape.

Kosovo is currently navigating its journey of digital transformation, positioning itself at a pivotal moment where the effective integration of digital marketing and AI could profoundly influence its economic future. The findings of this study underscore the critical importance of embracing these technologies, as their successful adoption presents a unique opportunity for Kosovo to transcend traditional economic developmental challenges and emerge as a notable competitor within the global digital economy. The rapid evolution of technology necessitates strategic investments in digital infrastructure and education. Enhancing digital connectivity — especially through high-speed internet and resilient communication networks — will provide a robust foundation for businesses to fully exploit the capabilities of AI and digital marketing. By fostering an environment ripe for digital adoption across diverse sectors, Kosovo can catalyze innovation and drive economic growth. Furthermore, cultivating a culture of continuous learning and adaptability is vital. This involves investing in education and training programs aimed at developing a workforce skilled in AI, data analytics, and other emerging technologies. Collaborations between businesses and educational institutions can ensure that the workforce is prepared to meet the changing demands of the market. As organizations become adept at leveraging these technological capabilities, they will strengthen their competitive position not only domestically but in the international arena. This can attract investments and foster valuable partnerships, ultimately bolstering Kosovo's economic development. Equally important is addressing the challenges related to data privacy and the scalability of AI solutions. Establishing trust through compliance with global data protection standards is essential for encouraging consumer confidence in AI applications. Businesses must proactively implement ethical practices for AI usage and develop frameworks that safeguard consumer data while maximizing innovation. By tackling these issues head-on, Kosovo can fully harness the transformative potential of digital marketing and AI, driving its economic advancement, enhancing service quality, and improving the overall well-being of its society.

This study lays a foundation for subsequent research focusing on several key areas. First, further exploration of specific AI applications within different sectors of the Kosovo economy could provide deeper insights into best practices and innovative applications that can be tailored to local contexts. Comparative studies with other emerging markets that have undergone successful digital transformations may also yield valuable lessons about overcoming common challenges and leveraging opportunities. Moreover, longitudinal research tracking the progress of AI and digital marketing integration in Kosovo over time would be vital to understanding the dynamics of these technologies in real-world settings. Such studies could capture

the evolving landscape, highlighting both the advancements made and the new challenges encountered.

While this study offers important insights, it is not without limitations. The focus on a specific geographic region (Kosovo) inherently limits the generalizability of the findings. The nuances in local market conditions, regulatory environments, and cultural factors may not fully represent the experiences of businesses in other regions. Additionally, the qualitative nature of the research, primarily relying on interviews and case studies, may introduce subjective biases. Different perspectives among participants can lead to variance in the insights gathered, which may not capture the full spectrum of experiences related to AI and digital marketing in Kosovo. Furthermore, due to the relatively nascent stage of AI adoption in Kosovo, the study may be impacted by the availability of data and the current maturity of AI applications in the region. Future studies should aim to include quantitative data from a broader population to enhance the robustness of findings and conclusions.

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