
THE IMPACT OF GENERATIVE AI IN MARKETING MIX, SERVICE QUALITY, AND BRAND IDENTITY TOWARD THAI HOSPITALITY CUSTOMERS' ENGAGEMENT WITHIN BANGKOK

Jirathep Sriwachirobon
Master of Business Administration (English Program), Bangkok University
E-mail: jirathep.sriw@bumail.net
Assoc. Prof. Suthinan Pomsuwan, Ph.D.
Master of Business Administration (English Program), Bangkok University
E-mail: suthinan.p@bu.ac.th

Abstract

Generative Artificial Intelligence (Generative AI) become crucial technology in managing marketing, customer service, and branding within the organization. This shift is very crucial in the hospitality industry, which is the main driver of the Thai economy. This research aims to understand how effective generative AI can create customer engagement when implemented in hospitality industries' marketing mix management (through advertising text content, advertising video content, and dynamic pricing), service quality management (through text chatbot, voice chatbot, and virtual conversational assistant), and brand identity creation (through advertising visual marketing, brand persona, and brand mascot). The quantitative CAWI survey is conducted toward 364 Thai respondents age between 18-45 years old, household income more than 13,000 THB, and have used Bangkok's hospitality services within the last 6 months. Using multiple linear regression under 95% confidence level, the result has shown that advanced form of generative AI implication of marketing mix, service quality management, and brand identity can have significant but limited positive impact on creating customer engagement. While for all regression models, generative AI implementation in the perception of marketing, customer service, and branding variables have significant positive impact for Thai customer engagement (p -value: <0.05), the adjusted R-square of all models are ranged between 7.2-9.6%, meaning that the impact of generative AI is not strong in creating customer engagement. Therefore, many frameworks such as data collection framework, copyright framework, and ethical generative AI adoption should be implemented to create credibility. Human training should also be prioritized for creating the balanced mix of generative AI content with human oversight and ingenuity, which can reduce the content failure and create genuine engagement for the hospitality customers.

Keyword: Marketing Mix, Customer Service Quality, Brand Identity, Customer Engagement

Introduction

Hospitality industry is one of the crucial drivers of Thai economy. Thai hospitality industry contributed more than 18.2% of Thai GDP directly and indirectly (Eurogroup Consulting, 2025). The advancement of Generative AI (Generative Artificial Intelligence) technology has been progressing exponentially within the last decade, and Generative AI in hospitality industry market value is expected at USD 16.3 billion, and has compounded average growth rate of 40.2% (PYMNTS Intelligence, 2024). Therefore, this research aims to address if implementing Generative AI in hospitality industries' marketing mix, customer service

quality, and brand identity operations can effectively capture Thai customer engagement or not.

In marketing mix, Generative AI can be used for writing the advertising text script, advertising video content, and dynamic pricing. Many companies have seen beneficial result implementing generative AI in their marketing mix, such as marketing professionals using Generative AI can raise output quality and originality by 18% (Noy & Zhang, 2023), and hotels implementing AI dynamic pricing have 15% more revenue (Ratanathamwat, 2024).

In service quality management, Generative AI can be used for text chatbot, voice chatbot, and virtual conversational assistant. Many companies have implemented Generative AI in customer service quality and have seen positive result, such as hotels that deployed Alexa Smart Properties can increase 90% in food revenue, with high satisfaction rate of 88% (Amazon, 2025).

In brand identity management, Generative AI can be used for visual marketing, brand persona, and brand mascot. For example, Millenium Hotels have designed their mascot to create virtual hotel experience in Decentraland called "M Social" (Millenium, 2022).

When customer perceive to the brand, company goal is to convert these prospect into customer engagement. Customer engagement refers to emotional attachment of customers toward brands and can be broken down into 3 sub-factors. Cognitive engagement is the engagement on expectation of product value and information, affective engagement is the emotional attachment toward the brand, and behavioral engagement is the interaction of customers with the brands (Islam & Rahman, 2016).

While many researches support the benefit of Generative AI in creating customer engagement, major concerns of using Generative AI in creating customer engagement are the disengaging content that lack connection with the customers (Kulnashian, 2024), unable in handling complex issue (Callvu, 2024), brand identity that becoming indistinguishable from competition (Mann, 2024), and data privacy concern (Chowhan et al., 2023). Therefore, this research aims to understand the effectiveness of using Generative AI in creating customer engagement giving the major concerns listed above.

Objective of the study

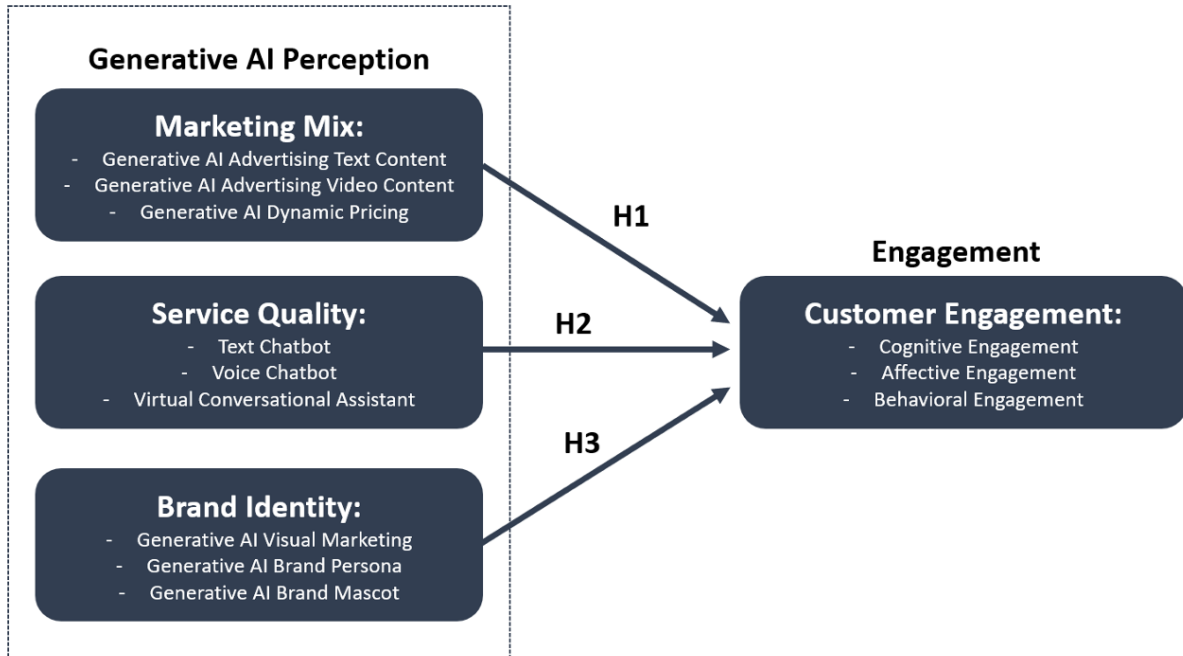
1. To study the impact of Generative AI in Marketing Mix (Generative AI Advertising Text Content, Generative AI Advertising Video Content, Generative AI dynamic pricing) on Thai hospitality customers' engagement.

2. To study the impact of Generative AI in service quality (Text Chabot, Voice Chatbot, and Virtual Conversational Assistant) on Thai hospitality customers' engagement.

3. To study the impact of Generative AI in brand identity (Generative AI Visual Marketing, Generative AI brand persona, and Generative AI brand mascot) on Thai hospitality customers' engagement.

Scope of the Study

Conceptual Framework



Hypotheses Test

1. H1: The perception of generative AI in Marketing Mix (Generative AI Advertising Text Content, Generative AI Advertising Video Content, Generative AI Dynamic Pricing) has a positive impact on the hospitality industry customer engagement.

2. H2: The perception of generative AI in service quality (Text Chatbot, Voice Chatbot, and Virtual Conversational Assistant) has a positive impact on the hospitality industry customer engagement.

3. H3: The perception of generative AI in brand identity (generative-AI visual marketing, generative-AI brand persona, and generative-AI brand mascot) has a positive impact on the hospitality industry customer engagement.

Literature Review

Item No.	Authors (Year)	Finding	Variables
1	Noy & Zhang (2023)	Assistive ChatGPT in 444 professionals can substantially raises average productivity: time taken decreases by 0.8 SDs and output quality rise by 0.4 SDs	Marketing Mix
2	Naidu & Coulter (2023)	World biggest advertisers, such as Nestle and Unilever, have experiment with Generative AI to cut costs and increase productivity.	Marketing Mix
3	Ratanathawat (2024)	Implementing dynamic price-response systems for one month for 10,000 products resulted in 15% increase of revenue	Marketing Mix

Item No.	Authors (Year)	Finding	Variables
4	Brynjolfsson, Li & Raymond (2023)	Introduction of generative AI conversational assistant from 5,179 customer support agents increase issues resolved per hour by 14% on average.	Service Quality
5	Pohrebniyak (2024)	73% of online clients anticipate increase of AI interactions in customer service, 65% expect voice chatbot to match human assistance.	Service Quality
6	Amazon (2025)	After deploying virtual conversational assistant, Ascot Racehouse Hotel has 90% more food revenue from AI recommendations	Service Quality
7	HubSpot (2024)	From 700 online customers and marketers, more than 72% of marketers have used Generative AI for brand identity personalization	Brand Identity
8	Wright (2024)	Qatar Airways have experiment creating character from viewer face using face scanning software and AI to create their own mascot on the Qatar video	Brand Identity
9	Santoso & Agustini (2025)	Customer engagement can be assessed across three dimensions: behavioral engagement, included observable actions; emotional engagement, refers to feeling of emotional attachment; and cognitive engagement, reflect mental involvement.	Customer Engagement

Methodology

Population and Sample

The population of this study are Bangkokian residents who are aged between 18-45 years old, can easily accessed hospitality service in Bangkok, have used hospitality service in Bangkok within the last 6 months, and have a personal income of more than 13,000 THB [SES ABC]. The samples were collected from the population by CAWI through Google Forms using non probabilistic sampling of snowball sampling technique.

According to data reported from National Statistical Office of Thailand, TMRS Estimation of household income distribution, and estimation of domestic travel preparation household by Kasikorn Research Center. The total population size in 17 districts [Phra Nakhon, Pom Prap Sattru Phai, Samphanthawong, Dusit, Ratchathewi, Pathum Wan, Bang Rak, Sathon, Din Daeng, Phaya Thai, Watthana, Khlong Toei, Huai Khwang, Phra Khanong, Chatchuchak, Bang Sue, and Bangkok Yai] that match with the requirement is 224,807 people. From the total of 408 respondents, only 364 responses are usable for the analysis to test the hypothesis, with the confidence level of 95%.

Type of Research and Tool

Quantitative research was adopted to collect data from 364 respondents. The questionnaire included 5 parts: demographics [9 questions], generative AI in marketing mix [9 questions], generative AI in service quality [9 questions], generative AI in brand identity [9 questions], and customer engagement [14 questions]. The nominal and ordinal scale is used for demographics, and interval scale of Likert Scale scored 1 to 5 is used for the rest of the questionnaires.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation
2. Inferential statistics consisted of multiple regression analysis tests.

Result

Demographic Data

Most of the respondents are age between 18-23 years old [25.8%], with household income SES C: 13,001-25,000 THB per month [56.3%], single [76.4%], worked as the employee [55.2%], have the Bachelor's Degree [72.3%], have used hotels [59.3%], airlines [35.9%], and OTA [25.3%] within 6 months, and have annual spending for tourism of 20,001-30,000 THB.

Mean and Standard Deviation

The mean range interpretation included 1.00-1.80 as strongly disagree, 1.81-2.60 as disagree, 2.61-3.40 as neutral, 3.41-4.20 as agree, 4.21-5.00 as strongly agree.

1. Perception of Generative AI in Marketing Mix: (Mean = 3.43, SD = 1.096), **AGREED**
2. Perception of Generative AI in Service Quality: (Mean = 3.26, SD = 1.134), **NEUTRAL**
3. Perception of Generative AI in Brand Identity: (Mean = 3.38, SD = 1.151), **NEUTRAL**
4. Customer Engagement in Hospitality Industry: (Mean = 2.95, SD = 1.182), **NEUTRAL**

Multiple Linear Regression

1. Generative AI in Marketing Mix have positive impact on Customer Engagement: **Accepted** with Adjusted R-Square of 7.2%, $F = 10.4$, $*P \leq 0.05$ (Text Generation: $b = 0.002$, $\text{Sig} = 0.974$, **Rejected**; Video Generation: $b = 0.153$, $\text{Sig} = 0.001$, **Accepted**; Video Generation: $b = 0.130$, $\text{Sig} = 0.001$, **Accepted**)

2. Generative AI in Service Quality have positive impact on Customer Engagement: **Accepted** with Adjusted R-Square of 9.6%, $F = 13.9$, $*P \leq 0.05$ (Text Chatbot: $b = -0.018$, $\text{Sig} = 0.656$, **Rejected**; Voice Chatbot: $b = 0.169$, $\text{Sig} = 0.001$, **Accepted**; Virtual Conversational Assistant: $b = 0.124$, $\text{Sig} = 0.003$, **Accepted**)

3. Generative AI in Brand Identity have positive impact on Customer Engagement: **Accepted** with Adjusted R-Square of 9.4%, $F = 13.6$, $*P \leq 0.05$ (Visual Marketing: $b = 0.055$, $\text{Sig} = 0.166$, **Rejected**; Brand Persona: $b = 0.146$, $\text{Sig} = 0.001$, **Accepted**; Brand Mascot: $b = 0.089$, $\text{Sig} = 0.019$, **Accepted**)

Conclusion

Demographic Data

Most of the respondents are Thai who are single at the age 18-23 years old, who are now working as the employees with the household income of 13,001-25,000 THB per month. Most respondents spend 20,001-30,000 THB on tourism each year and have used hotels, airlines, and OTA within the last 6 months.

Attitudes toward variables

1. **Independent Variable 1: Perception of Generative AI in Marketing Mix:** Most respondents agree with the perception of generative AI in advertising text generation and dynamic pricing. Most respondents are neutral with perception of generative AI in advertising video content. Overall, respondents agree with the perception of generative AI in marketing mix.

2. **Independent Variable 2: Perception of Generative AI in Service Quality:** Most respondents are neutral with the perception of generative AI in text chatbot, voice chatbot, and

virtual conversational assistant. Overall, respondents are neutral with perception of Generative AI in Service Quality.

3. Independent Variable 3: Perception of Generative AI in Brand Identity: Most respondents agree with the perception of generative AI in brand mascots. Most respondents are neutral with perception of generative AI in visual marketing and brand persona. Overall, respondents are neutral with perception of Generative AI in Brand Identity.

Hypotheses

1. H1: The perception of generative AI in Marketing Mix (Generative AI Advertising Text Content, Generative AI Advertising Video Content, Generative AI Dynamic Pricing) has a positive impact on the hospitality industry customer engagement.

2. H2: The perception of generative AI in service quality (Text Chatbot, Voice Chatbot, and Virtual Conversational Assistant) has a positive impact on the hospitality industry customer engagement.

3. H3: The perception of generative AI in brand identity (generative-AI visual marketing, generative-AI brand persona, and generative-AI brand mascot) has a positive impact on the hospitality industry customer engagement.

Discussion

While the hypotheses of using generative AI in marketing mix, service quality, and brand identity can have the positive effect on the Thai customer engagement, several factors needed to be noted.

First, basic implication of Generative AI within marketing mix, service quality, and brand identity are ineffective to create the customer engagement. Second, even for the advanced forms of generative AI in marketing mix, service quality, and brand identity have the low correlation with the customer engagement [In marketing mix, adjusted R-Square: 7.2%; Service Quality, adjusted R-Square: 9.6%, Brand Identity, adjusted R-square: 9.4%]. This can be interpreted that business using generative AI in their marketing and service operation still have limited influence on creating the customer engagement. Therefore, while generative AI can help in creating customer engagement, company need to have realistic objectives toward applying Generative AI into their marketing mix, service quality management, and brand identity. Generative AI is not the one-of-all strategy to creating customer engagement, but as the tool to help human creating authentic customer engagement.

Recommendation

Recommendation of government policy is that generative AI is crucial in enhancing Thai hospitality industry, but still have limitation on implementation due to data privacy and copyright infringement concern. Therefore, government should create transparent and fair governance frameworks. Protecting customer data and biased outcome prevention should be priority to create trust with the generation AI adaption. Recommendation of economic policy is that generative AI substitution can create customer engagement, but major concerns are the impact on employment and the lack of education of generative AI implementation (McKinsey, 2021). Staff effective training and tailored generative AI with the human expertise can help reduce repetitive task and increase data integration between department. Government and private sectors should also create re-education program on how to implement generative AI in their workflows.

Recommendation of managerial implication has shown that generative AI can create fast and large scale personalization with lower cost than traditional method, but relying too much on generative AI can lead to the problem in personalization, content failure from repetitive experience, the lack of empathy and inability for complex questions in customer service (Callvu, 2024), and brand voice homogenization, or indifference of brand identity to competitors (Mann, 2024). Therefore, the blend of targeted campaigns and non-advertising post from human can make marketing more organic and engaging. Framework for generative AI in doing repetitive task while training human to do complex and creative processes are required to maximize the effectiveness of the generative AI.

For future improvement recommendation, the research should be conducted in qualitative research such as focus group study or attention tracking methodology through A/B Testing. More than that, older generation or different demographics should also be investigated further.

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