

# Chapter 11

# AI in Consumer Behavior Management

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## **ABSTRACT**

*This systematic literature analysis examines the many effects of artificial intelligence (AI) on consumer behavior. It consolidates data from a carefully chosen set of English-language papers acquired using a Web of Science search. The selected studies provide useful insights into the complex interaction between AI, consumer attitudes, preferences, decision-making, and the larger consequences for companies. These research cover many areas of AI applications in marketing and consumer domains. The research covers various topics, such as the positive impact of AI on consumer attitudes, potential drawbacks of AI recommendations, the influence of AI-driven recommendation agents on privacy risk, personalized engagement marketing, consumer evaluations of GAN-generated fashion products, AI in ethnic clothing consumption, the adoption of AI in the leisure economy, AI in digital marketing, automation of services using AI in Industry 4.0, AI-powered applications in the service profit chain, the role of AI-powered learning apps in education, AI in B2B settings, the security of AIoT using the HoneyNet approach, the impact of digital AI technologies in India, and the role of AI in the Internet of Things (IoT). This study presents a thorough analysis of the current state of AI and consumer behavior research, providing insights that are relevant for both academic*

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*and industrial sectors.*

## **1. INTRODUCTION**

Artificial intelligence (AI) has become a powerful force in the era of digital transformation, significantly altering several aspects of marketing and consumer behavior. This systematic literature review attempts to present a thorough and inclusive analysis of the many ways in which AI impacts consumer attitudes, preferences, and decision-making processes. The carefully chosen assortment of English-language publications, obtained from the Web of Science, showcases a diverse range of study carried out by scientists exploring the convergence of AI, marketing, and consumer dynamics.

The papers incorporated in this study encompass a wide range of topics, elucidating the complex connections between AI and consumer behavior. Olan et al. (2021) utilize the fsQCA approach to construct a meta framework that forecasts consumer behavior by considering AI, consumer attitudes, and knowledge-sharing activities. Their analysis reveals the favorable impacts on customer attitudes and engagement. Chen et al. (2022) provide empirical data about the influence of AI recommendations, demonstrating enhanced consumer preferences while also warning against the building of information cocoons.

Rohden & Zeferino (2023) explore the domain of AI-powered recommendation agents and their impact on customer perceptions of data privacy risk, highlighting the crucial significance of consumer trust. Kumar et al. (2019) examine customized engagement marketing and investigate how AI is transforming consumer interaction and its potential effects on global branding strategies. Sohn et al. (2021) analyze how consumers perceive fashion goods created by generative adversarial networks (GANs), offering valuable information for companies contemplating the use of GANs in the fashion retail industry.

This review delves into several aspects, including the favorable influence of AI on the consumption of ethnic clothes (Peng & Krutasaen, 2022), the integration of AI in the leisure sector (Xian, 2021), and its significant role in transforming digital marketing (Tchelidze, 2019). In addition, the study conducted by Dwivedi and Wang (2022) on the use of AI in B2B settings, as well as the research by Tan et al. (2022) on the importance of AI in increasing the security of AIoT, contribute to a more comprehensive understanding of the extensive ramifications of AI. The next sections explore each topic cluster, revealing the intricacies and insights of these research in enhancing our understanding of AI's diverse influence on consumer behavior.

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