

Chapter 16

The Influence of AI-driven Personalization on Customer Experiences: A Case Study of Instagram

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ABSTRACT

The beginning of the digital revolution has significantly changed advertising and different management activities, mainly caused by easy access to enormous quantities of digitally transformed data and the incorporation of artificial intelligence (AI). The objective of this research is to investigate the effect of artificial intelligence-driven personalization (ADP) on customer Experience (CX) within the backdrop of Instagram, an influential social networking forum identified because of its novel implementation of AI. Instagram uses AI to evaluate user actions and choices, providing customized content that improves users enjoyment and fulfillment.

1. INTRODUCTION

Using technology that is now available to understand and interact with marketplaces has always been the goal of marketing. The arrival of the information age has brought about significant changes in advertising and other business operations (Xu et al., 2024). The availability of large databases of digital data represents a significant change (Abinesh et al., 2024). Technological advances has been instrumental in analyzing information, enhancing, and supporting decision-making by individuals.

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As of right now, a multitude of algorithms are available that may analyze enormous volumes of data, gain knowledge via it, and use that information to make extremely intelligent decisions. Through work simplification, processing acceleration, and the use of data at levels exceeding individual's capabilities, this transforms job descriptions. AI, which includes machines' capacity to mimic intelligent human actions like acquiring knowledge and solving issues, is fundamental to this fundamental change (Thandayuthapani et al., 2024). The real difficulty for programmers is to create AI that can logic, acquire knowledge, and feel emotions on its own without assistance from humans (Ara et al., 2025). With real intelligence, this automated AI could be capable to take choices on its own (Mutyalu et al., 2022). Modern social media networks include a strong AI integration, enabling robots to take part in interpersonal activities. In the background, AI-driven algorithms independently assess client feedback and conduct to discover their likes and dislikes (Whig et al., 2024). This makes it possible for the methods to choose customized material for every user. AI also improves producing material with capabilities like intelligent sound editing instruments and face-detecting filtration. Suggestions driven by AI help users grow their online communities even more (Thirupathi et al., 2024). Consequently, the use of AI technologies influences how customers engage and use social networks sites. Providing material on social networks that is customized to a the client's preferences and hobbies is known as customization (Akhtar et al., 2024). Personalization is essential in social business space because it creates value by making specific suggestions to each unique customer, which in turn encourages buying (Mutyalu et al., 2022). However, according to Potla et al., (2024), personalization is the ability of a business to recognize every client as a person and handle them that way via specific interactions, like specific advertisements, customized provides, or customized actions, with the goal of improving the client's generally brand encounter and fostering loyalty. However, Gupta et al., (2022) suggests that personalization can come from businesses providing customized products or utilizing brand names in thanks. Alternatively, it could come from clients who customize the material of web pages. It is anticipated that AI has an enormous effect on personalization in advertising contexts (Potla et al., 2024). Akhtar et al., (2024) examined the relationship between personalization and AI, finding the usage and adoption of AI depend heavily on personalization. Personalization is now a core component of businesses globally, with a significant increase in importance following the incorporation of AI (Potla et al., 2024). Therefore, it is now easier for businesses to provide excellent Personalized services because to ADP abilities (Xu et al., 2024). The well-known social networking site Instagram uses AI in its activities, content distribution, and client relationships (Gujar et al., 2024). Instagram has been extremely common from its launch, and in 2022 it was the most downloaded app worldwide. Instagram, created by (Banik et al., 2024), rose to prominence in the social networks sphere by enticing

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