


# Chapter 2


## Artificial Intelligence and Consumer Decision Making: A Conceptual Exploration of ChatGPT's Influence on Purchase Decision Making

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### **ABSTRACT**

*Consumers are relying on using AI chatbots, particularly ChatGPT for searching information needed for purchase decision making. This is taking the place of the traditional search engines and the consumers construe them as more comprehensive, credible and factual. The chapter explains how the AI chatbots particularly ChatGPT is getting integrated with the traditional models of traditional behaviour. Potential use of ChatGPT into integrated market communication is also expected in the marketing strategies of future*

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## 1. INTRODUCTION

The landscape of consumer decision-making is undergoing a fundamental transformation, driven by rapid advancements in artificial intelligence (AI) and conversational technologies (Lopez-Lopez & Iniesta, 2025). Traditionally, consumers navigated a linear, sequential process of recognizing a need and making related purchase decision. However, in today's digital environment, this process is becoming increasingly complex and influenced by dynamic technological touchpoints. Amongst various generative AI tools, ChatGPT is emerging as powerful force shaping how consumers think, feel, and act throughout their purchase journey. ChatGPT, developed by OpenAI is a conversational agent that go beyond rule-based chatbot functionality (Bansal et al., 2024). It simulates human-like dialogue, understands context, and delivers nuanced, contextually relevant, and personalized responses in real-time (Babu & Akshara, 2024). These capabilities have propelled ChatGPT from a productivity tool into a digital shopping assistant, personal advisor, and influencer within the consumer decision-making ecosystem. Unlike traditional search engines or static interfaces, ChatGPT engages users in interactive conversations that mirror human interactions, offering valuable insights, evaluating trade-offs, and even shaping preferences (Babu & Akshara, 2024). This technological shift aligns with changes in consumer expectations of immediacy, relevance, and personalization. Consumers are increasingly relying on conversational AI to not just gather product information, but also to clarify needs, narrow choices, gain reassurance, and validate decisions (Ngarmwongnoi et al., 2020). In this context, ChatGPT fits seamlessly into the evolving paradigm that influences decisions at both conscious and sub-conscious levels, from the initial moment of problem recognition to post-purchase engagement and advocacy.

Artificial intelligence becomes deeply embedded in consumer ecosystems, specifically for luxury brands which are historically reliant on exclusivity, physical experience, and high-touch personalization (Abdeldaiem, 2025). The mainstream consumer brands have been benefited from digital tools for efficiency and the inclusion of luxury purchases within AI-driven decision-making frameworks represents a new frontier. The luxury buying is influenced by symbolic value, emotional resonance, and the desire for social distinction. However, modern consumers are increasingly seeking convenience, discretion, and personalized recommendations which can be provided by AI models like ChatGPT (Paul et al., 2023). Furthermore, luxury consumers often engage in extended decision journeys, where ChatGPT can assist not only in the information search and evaluation phases but also in reinforcing brand narratives and maintaining post-purchase engagement. It can assist consumers from suggesting relevant products to transforming digital luxury shopping experience from functional to aspirational. In doing so, it bridges the gap between automation

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