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THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CHANGES IN CONSUMER BEHAVIOR

Abstract.

The research aims to analyze AI influence on consumer behavior. The research analyzes three AI products: personalized offers (recommendations), chatbots and natural language processing robots and explores their influence to different aspects of consumer behavior. The paper provides a theoretical analysis of the perception of AI, products of AI and consumer behavior, it includes analysis of five empirical studies. Investigation of the questionnaire answers and expert interview answers was carried out. The content analysis of expert interviews is performed. The responses of the questionnaire survey are statistically processed, using several statistical measurements that help find changes in the consumer behavior model. Combining the results of both the questionnaire and expert interviews, the main differences in the consumer behavior model are seen in the entire buying decision process, where the analyzed AI products have strongly impacted every step.

Key words: *artificial intelligence, consumer behavior, personalized offers (recommendations), chatbots, natural language processing bots.*

POSTERS

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON CHANGES IN CONSUMER BEHAVIOR

RESEARCH AIM

The paper analyzes three AI products - personalized offers (recommendations), chatbots and natural language processing robots and how they influence different aspects of consumer behavior. The research aim is to analyze AI influence on consumer behavior.

WHAT TO EXPECT

The paper provides a theoretical analysis of the perception of AI, products of AI and consumer behavior, it includes analysis of five empirical studies. Investigation of the questionnaire answers and expert interview answers was carried out. The content analysis of expert interviews is performed. The responses of the questionnaire survey are statistically processed, using several statistical measurements that help find changes in the consumer behavior model.

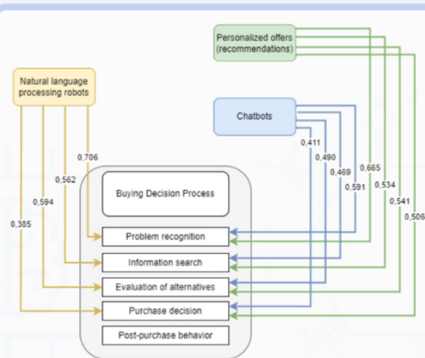


Figure 1. Quantitative survey correlation results on buying decision process in consumer behavior model

EXPERT INTERVIEW

Two experts are asked 6 questions, The questions are related to the questionnaire to be able to find joint results or conflicts in certain areas on influence of AI on consumer behavior. Out of the things experts mention about AI and consumer behavior, it is important to underline these aspects: speed, use of less resources, also AI helps grow loyalty of consumers, communication between the organization and consumer becomes easier, making a buying decision process becomes less complicated. Experts express, that negative aspects of AI are incapability of dealing with harder problems, understanding emotions, uncertain data regulations.

QUESTIONNAIRE

Questionnaire is made out of 16 questions, it has 387 respondents, the statistical analysis is made with 336 answers. Several statistical measurements are interpreted, including Cronbach's Alpha for internal consistency, demographic characteristics of respondents, crosstabulations and Spearman's correlation coefficient for understanding how analyzed AI products help in the entire buying decision process of a consumer. The results of Spearman's correlation coefficient are shown in the picture (Figure 1). Questionnaire analysis indicates, that the three products of AI that were investigated influence consumer behavior in various ways.

RESULTS

Research has shown, that combining the results of both the questionnaire and expert interviews, the main differences in the consumer behavior model are seen in the entire buying decision process, where the analyzed AI products have strongly impacted every step.



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