# A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE

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## ABSTRACT

Artificial intelligence is a way of making a computer controlled robot or software think intelligently in the similar manner the intelligent humans think. The paper focuses on the impact of artificial intelligence in e-commerce. E-Commerce is now adopting various technology to identify patterns based on the buying and selling of goods o services using the internet and the transfer of money and data to execute these transactions. The result and suggestion that artificial intelligence applications can generate and predict the accurate forecast of the E-Commerce. This paper highlights the impact of artificial intelligence in e-commerce and its applications in different areas of e-commerce. It concludes artificial intelligence has helped e-commerce websites in providing with better user experience.

Keywords: E-commerce, Internet, Buying and selling of goods, AI- Artificial intelligence

## INTRODUCTION

Every day your team postpones using innovative AI-powered solutions in your content marketing, you're losing competitive edge. If this sounded a bit dramatic, great. It's supposed to be to get your marketing team on its toes and prepared to embrace AI-powered marketing tools. Artificially intelligent systems constantly work on the background of popular products and services such as Netflix, Amazon, flipkat and, naturally, Google. In the past few years, though, AI has paved its way deeper into marketing, helping brands to enhance every step of the customer journey. Moreover, tools previously available to enterprise level companies have become affordable and accessible to medium- and small-sized businesses. To better understand the latest machine-learning applications in marketing. By tracking and analyzing data with the purpose of driving customer engagement, machine learning has many applications in marketing.

- Predict customer lifetime value
- Predict customer churn.
- Improving the customer journey.
- Lead scoring
- Personalization
- Product recommendations
- Dynamic pricing
- Ad targeting

## TYPES OF ARTIFICIAL INTELLIGENCE

1. Weak AI.

2. Strong AI.

Weak Artificial intelligence in weak artificial intelligence, machines behave like an intelligent human. Machines with weak artificial intelligence have all abilities like thinking, moving, talking but are programmed to do so. In the chess game, the machine has the ability to play but it does not possess any thinking ability like humans. The machine is programmed to play chess and make smart moves to compete with other players.

Strong Artificial intelligence in strong AI, machines actual ability is like humans. It is based on the concept that machines can be programmed like the human mind. They can think, make decisions, and have perceptions and beliefs.

## INTELLIGENT MARKETERS USE ARTIFICIAL INTELLIGENCE

1. AI-enhanced PPC advertising

2. Highly personalized website experience and better CRO

3. AI-powered content creation

4. Content-creation chat bots

**APPLICATIONS OF ARTIFICIAL INTELLIGENCE (AI)**

AI adoption has been observed at many areas. Some examples are following,

1) Gaming: Machines can now compete with humans in games with artificial intelligence.AI implementation can be seen in many strategic games such as poker, chess, tic-tac-toe, etc. Machines are empowered with ability to think of many positions based on heuristic knowledge. Deep Blue was the first a chess-playing computer developed by IBM

2) Banking: AI application also lies in Anti-money laundering (AML). Money launderers hide their actions to increase their illegal money. This illegal is documented so well so as to give the illusion of legally earned money. Banking Industry across the world is shifting from traditional detection of AML to artificial intelligence based systems

3) Expert Systems − the expert systems are the developed to solve complex problems in a particular domain, with the artificial intelligence. The purpose of expert systems is to advise, predict results, suggest alternative solution and assist human in decision making.

4) Healthcare: AI application in healthcare lies in Diabetic Retinopathy Treatment, Medical Diagnosis, Risk Prediction and Automating Drug Discovery.

5) Vision Systems: Vision systems can understand, interpret, and comprehend visual input on the computer.

6) Music and Movie Recommendation Services: AI based apps like Spotify, Pandora, and Netflix recommend music and movies based on the interests of users and their past choices. This data collected is then fed into AI learning algorithm to suggest recommendations.

7) Handwriting Recognition: The handwriting recognition software acquires the data through the text written on paper or on screen. This software then recognizes the pattern in handwriting like shapes of letters and the text is then converted to editable text. 8) Intelligent Robots -Robots embedded with sensors such as sound, bump, pressure, heat, light and temperature can detect the physical data and perform the instructions by a human. They have efficient processors and huge memory to make smart decisions and exhibit intelligence.

**REVIEW OF LITERATURE**

(2015) Artificial neural network based software cost estimation technique has been proposed. It uses ANFIS to improve the precision of software cost estimation. The data used is the DESHARNAIS data set from PROMISE Software Engineering Repository. The proposed model performance has been analyzed in terms of MAE, Correlation Coefficient, and RMSE.ANFIS model has outperformed than regression model with the RMSE value of 780.97 against 3007.05 of the regression model.

(2016) Artificial intelligence in robotics. In new plagiarism technique has been proposed based on K-NN method. This method clusters the string and matches words with neighbors. A counter is used to the count number of the string matched in compared files. Firstly, the file is compared with the existing set of files. The set of words which are matched are selected as copied words and showed as output. This technique finds the frequency of every matched copied word in the file. It also calculates the percentage of matched copied words.

## OBJECTIVES OF THE STUDY

1. To understand the present status of e-commerce
2. To study the impact of artificial intelligence in e-commerce

## SCOPE OF THE STUDY

The scope of the study is to find out impact of artificial intelligence in e-commerce. A sincere attempt has been made to include all the aspect relating to the study. For this purpose analysis of artificial intelligence in e-commerce how to impact now a days.

## RESEARCH METHODOLOGY

The aim of the study is to analyses the artificial intelligence in e-commerce .The data is used both primary and secondary data. The research instrument used in this study is questionnaire. It designed pertaining to the impact of the study. Data is used simple percentage method. The sampling unit for the study is selected by using convenience sampling procedure. The research design used for the study is the convenient research. Sample size for the study 25 respondents.

**Primary Data**

Primary data are those which are collected afresh and for the first time and thus happen to be original in character questions and interviews method were accede to collect primary data by visiting the factory premises and various departments in it. It was collected from the employees working in the factory by using both the questionnaire method and interview method. I would gather information from the employees who was not willing or who did not have time for or who was shy about it.

**Secondary Data**

It is collected from the internal record of company such as library records trade journals various training programs previously conducted and its responds etc... It is also conducted from the officials of the pursued department in the factory. Secondary data provides a better view of problem study many magazines tools and other references were also mean important in this study.

FINDINGS AND CONCLUSION

The followings findings and conclusion that could enlighten the impact of artificial intelligence and important aspects of e-commerce.

From the analysis we found that 37.5% of the respondents are using e-commerce 1 to 5 years, 16.7% of the respondents are using more than 5 years, 45.8% of the respondents are using less than one year. The study reveals that analysis we found that 30.3% of the respondents are prominent domain others, 12.7% of the respondents are travel and tourism, 50% of the respondents are using banking. The analysis we found that 45.8% of the respondents are good,12.5% of the respondents are not good,41.7% of the respondents are very good. It concludes artificial intelligence has helped e-commerce websites in providing with better user experience.

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