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THE IMPACT OF ARTIFICIAL INTELLIGENCE CONSUMER BUYING BEHAVIORS

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ABSTRACT

This paper studies the impact of artificial intelligence on consumer buying behavior. The aim of this paper is focused on study is change in consumer behavior is that Artificial intelligence will use different analytics to find more about consumers and their needs. The study is preparing on secondary data to analysis the articles, journals, and various sources of projects. The study concluded that this information generated through the systems, brands will develop better selling techniques to the customers right and buy it. Here we look at the impact of Artificial intelligence on consumer habits and how it can dictate the way consumers buy products and services from the market for the days to come.

Keywords: consumer behavior, artificial intelligence

INTRODUCTION

Artificial intelligence as point taking for over a decade now, and we can say finally that it's an intelligent for implementation to future has begun. Artificial intelligence is dictate to going the future we have, and it will have a key impact on numerous industries. It should not only industries, but consumer behavior and habits would also be impacted by Artificial intelligence as the mass interaction between consumer and brands across the journey of buyer's will bring about lot of innovation.

Artificial intelligence is the common perception that impact industry are more than other manufacturing companies, the significant impact on the end consumer is the latest research in this regard has shown that Artificial intelligence. In other ways, Artificial intelligence is the impacting the way buyers currently behave.

OBJECTIVES

- To aim of study is change in consumer behavior is that Artificial intelligence will use different analytics to find more about consumers and their needs.

METHODOLOGY

The prepared of presenting paper with the help of various analysis, articles, journals and sources of secondary information available through the projected accordingly.

REVIEW OF LITERATURE

Eze and Bello adenike (2016) in their study examined the factors affecting customers' behaviors in marketing consumer goods in Nigeria. The study focused at exploring the sociological factor influencing consumer purchasing behavior in the clothing industry. The study revealed that age, quality income and fund shapes consumer purchasing behavior.

Pornpimon kachamas, Sukree sinthupinyo and Achara chandrachi (2019) the study focused of this research is to develop an analytic tool which can support online vendors to predict behavior of the patrons according to Dentsu AISAS perspectives and the author concluded that research can collect the data from online pager about consumable goods their actual research focuses solely on non-consumable goods.

Pinki Rani (2014) carried out a study to examine the factor influencing consumer behaviour and the study focused that many factors, specification, characteristics and the consumer in decision making process. The study concluded that successful consumer oriented market service provides should work as psychologist to procure consumers.

Laith T. Khrais (2020) conducted a study to examine the major technical shifts in e-commerce aim to influence customer behavior in favor of some products and brands. This study is finds that, despite the contribution of AI system in e-commerce, its ethical soundness is a contentious issue, especially regarding the concept of explain ability. This study suggested that, to deploy explainable XAI systems, ML models should be improved, making them interpretable and comprehensible

Consumer buying decision Process

Consumer behavior is the study of how individual customers, groups, or organization choose buy, use and dispose of ideas, goods and services to meet their needs and desires. Studying consumer buying behavior is more important to marketers as they can understand consumer expectations.

Problem recognition

It is first step in the consumer decision process. A consumer will not initiate a purchase without recognizing their needs or wants. When a consumer feels the need to buy a particular product, they will make a purchasing decision. The buyer process begins when the buyer recognizes a problem of need caused by internal or external stimuli. Internal stimuli refer to a personal perception that the consumer experiences, such as hunger, thirst, etc. Need is also recognized by external stimuli, It includes outside influences such as advertising or word of mouth or neighborly admiration.

Information search

At this stage the consumer is aware of their need or want. They also know that they want to buy a product that can relieve their problem. Therefore, they want to know more about the product that can revive their problem. This leads to the information search stage. The consumer will try to find out available options and the best solution for the problem.

For example, your car is becoming more difficult to start and is not accelerating well. So you can buy a new car, buy a used car, have your repaired, take the bus, take a taxi etc.

Evaluation of Alternatives

During this stage consumer evaluate all their product and brand option on a scale of attributes that have the ability to deliver the benefit that the customer seeks. Consumers generally evaluate alternatives based on a number of product attributes. Look, durability, quality, price, service, popularity, brand, and social media review are some of the factors that consumers consider. Marketers must understand what benefits consumers are looking for and especially what attributes will be most influential in their decision –making process.

For example at the time of buying camera. Consumers will evaluate camera brands on the basis of different characteristics. Like does it have all the features I want? , It is easy to handle? etc.

Purchase decision

This is the stage when customers are ready to buy, have decided where and what they want to buy. They know the prices and payment options available. Here, consumers are deciding whether to buy that product or not yes, even at this, they can still abandon the purchase and leave. At this stage, a marketer must find out the various reasons why the consumer is hesitating to buy. The reasons could be price, value or the change in consumer needs.

For example bike, Customer had done evaluation and made decision for purchasing CBZ (model) motor bike of Hero from company showroom.

Post purchase behavior

After purchasing the product, customers compare the products with their expectations. There can be two outcomes: Either satisfied or dissatisfied. Consumers will be happy after purchasing the product if it has satisfied their needs. But if the product is not up to their expectations, the consumer will be unsatisfied.

The marketer should monitor the Post purchase experience of buyers including

- a) Post purchase satisfaction,
- b) Post purchase action, and
- c) Post purchase use & disposal.

Post purchase satisfaction

Satisfaction is a function of the closeness between the expectation and the perceived performance of the product. If performance falls short of expectation, the consumer is disappointed.

For example being sell planes worth \$ 10 million, so consumer satisfaction is important to repeat purchases and the company reputation. If customer are delighted with better than expected performance they buy again and tell other potential customers that Boeing live up to its promises.

Post purchase action

If customers are reasonably satisfied, they buy the product again and speak favorably with family members, friends, relatives and co-workers. On the contrary the dissatisfied consumer responds differently. Consumer can abandon the product, claim compensation from the company go to court and inform friends, family, and co-workers to avoid the product. The marketer's job is to take certain steps to minimize the amount of consumer dissatisfaction after the purchase.

For example Telecommunication Company Bharti Airtel has launched a new campaign highlighting its goal of resolving all customer inquiries quickly learning from failure and making sure they are not repeated.

Post purchase use & disposal

Marketer should also monitor how the consumers use and dispose the product. Such information can be a very good guideline for the marketer. Marketer can learn possible problem and opportunities relating with the product.

For example Netflix uses the watching history of users with similar tastes to recommend what user may be most interested in watching next so that user stay engaged and continued your monthly subscription for more.

Conclusion

Consumer are directly linked to Artificial intelligence and what it brings, they will want to know the impact it will have upon them. With this information generated through the systems, brands will develop better selling techniques to the customer's right when they have something and buy it. Here we look at the impact of Artificial intelligence on consumer habits and how it can dictate the way consumers buy products and services from the market for the days to come.

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