

Artificial Intelligence and Consumer Behavior: A Systematic Literature Review

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Abstract

The study is based on the systematic literature review on the interaction between artificial intelligence and consumer behaviour. The objective is to find themes based on how artificial intelligence is transforming consumer behaviour. The PRISMA technique is used in this study's systematic literature review (SLR) to examine how artificial intelligence (AI) affects consumer behaviour. The study chooses academic publications from the Scopus database that were published between 2019 and 2023 using particular search parameters. 47 articles were chosen for thematic analysis after going through a multi-step screening process that revealed reoccurring patterns and insights into how AI affects consumer behavior. The prominent themes are as follows- personalization, consumer value, consumer satisfaction, consumer engagement, consumer decision-making, seamlessness, ethics, Consumer Perception and response, Human interaction & consumer attitude. Much research has been conducted so far to examine the changes in consumer behaviour due to the adoption of AI, the study will shed light on the overall paradigm shift in consumer behavior. The study will help the marketer to formulate the strategy according to the change in consumer behavior.

Keywords: AI, Artificial Intelligence, Consumer Behavior, Systematic Literature Review, PRISMA.

INTRODUCTION

The digital transformation wave incorporating automation and innovation across multiple industries has significantly increased the significance of technology in business over the last two decades (Khoa, 2021). Numerous new technologies have

emerged as a result of this shift, with Artificial Intelligence (AI) standing out particularly. One of the key technologies influencing the future landscape is AI, along with cutting-edge innovations like augmented reality, blockchain, drones, the Internet of Things (IoT), robots, 3D printing, and virtual reality (Khoa, 2021). Due to their potential to

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completely transform a variety of industries, AI-based solutions have attracted a lot of interest as corporations and governments work to negotiate the difficulties of extensive digitization.

John McCarthy described the potential of AI as "machines that can perform tasks that are characteristics of human intelligence" (Al-Ghamdi, 2021). This idea is expanded upon by Accenture's definition of AI, "use of multiple technologies that enable computers to sense, comprehend, act, and learn, including techniques such as machine learning, natural language processing, knowledge representation, computational intelligence". Together, these concepts highlight the complexity of AI and its ability to transform established paradigms in a variety of sectors.

A topic of growing attention in the field of marketing is the interaction between AI and customer behavior. According to Ljepaya's research, artificial intelligence and machine learning will increasingly be used to shape choices about the marketing mix, from pricing and promotional plans to product creation (2022). Their use in building client's equity, however, is still comparably restricted. This emphasizes how AI may affect several facets of consumer engagement and market dynamics. Salesforce's survey, which names AI as the technology anticipated to rule marketing tactics in the ensuing years, shows that marketers are aware of the revolutionary potential of AI (Columbus, 2019). According to Martnez-López and Casillas (2013), the attractiveness of AI for marketing is founded on its ability to improve several stages of the marketing planning process, ranging from segmentation and messaging to personalization and predictive behaviors (Campbell et al., 2020). McKinsey & Co.'s thorough examination of many sectors and business processes demonstrates the importance of AI, particularly in areas related to marketing and sales (Chui et al., 2018). But among the euphoria, there are also voices of caution. Elon Musk's concern over the possible risks of AI is echoed by the need to address issues with data privacy, algorithmic biases, and

ethical considerations (Metz, 2018; Larson, 2019). The use of AI-based solutions inside consumer-centric marketing tactics is made more difficult by these worries.

AI's effects on marketing tactics and customer behavior serve as a perfect example of both its promise and its drawbacks (Davenport et al., 2014). AI is set to have a disruptive impact with a wide range of applications, from improving consumer interactions to improving marketing strategies.

AI in Marketing

The way things work is changing as a result of the usage of artificial intelligence (AI) in marketing. Recent studies demonstrate that AI is significantly influencing numerous marketing-related fields. For instance, Mikalef et al. (2022) describe how AI is assisting firms in improving their marketing, which benefits the overall success of the organization. Wie et al. (2023) discuss using big data and the Internet of Things, as well as AI, to discover what consumers like and want. Suh (2023) proposes employing AI to prevent clients from leaving by using intelligent computer programs to identify their reasons for leaving and prevent it. According to Haseil et al. (2022), cleverly utilizing AI can help people fall in love with a product and become devoted to it. This also relates to digital matters; Awate et al. (2023) explain how AI can improve customer satisfaction and alter how companies conduct marketing. Because of AI, even shopping is changing. AI makes it more fascinating and makes it about more than just purchasing items. Additionally, AI is influencing how we perceive items and brands (Yuan et al., 2022), and it is even causing us to see things as having more value (Adwan et al., 2022). In particular for young people like Generation Z, talking to AI is transforming how we behave as consumers (Sebastián et al., 2022) (Ameen et al., 2022). We must reconsider how individuals behave as customers as AI improves (Ameen et al., 2021). When utilizing AI is simple, we prefer it more (Berry et al., 2002), but other people need compelling reasons to utilize it (Sebastián et al., 2022). Therefore, AI is playing a

significant role in marketing by improving brands, retaining customers, and altering how we browse and select items.

In light of this, the purpose of this systematic literature review is to explore the complex interaction between AI-based methodologies and strategies and their impacts on marketing and consumer behavior. This study aims to contribute to a thorough knowledge of the changing environment where technology and consumer behavior cross by extracting themes from previous literature. In this study applying the PRISMA technique 48 relevant articles were picked to further process the thematic analysis. The first section sheds light on the research question and explains the research methodology used in the study. The later section of the study highlights the findings and analysis part of the study, that demonstrate the themes picked out from the relevant articles.

Research question

Rq1 - What are the most common themes in the existing literature examining how artificial intelligence-based techniques and methods affect consumer behavior and marketing?

Research methodology :

The purpose of the systematic literature review (SLR) presented in this research work is to examine how artificial intelligence (AI) affects consumer behavior. The PRISMA technique was employed to ensure methodological rigor and open reporting during the careful process of article selection, screening, and analysis for this study. Understanding how artificial intelligence influences consumer behavior. The exclusion and inclusion criteria taken in the study is as per (Štrukelj E. 2018).

The search query included keywords such as "AI," "artificial intelligence," "machine learning," "ML," "deep learning," "natural language processing," and their intersections with "consumer behavior,"

"customer behavior," "consumer engagement," and "consumer decision-making."

Inclusion Criteria:

- Scholarly works retrieved from the Scopus database.
- Only search query keywords articles were included.
- Only articles in their final forms were taken into account.
- The articles featured were those published between 2019 and 2023.
- English had to be used while writing articles.

Exclusion Criteria:

- Articles that were still in draught form or publication were not included.
- The Scopus database was used as the only source for the articles.
- Articles that did not directly address the effects of AI on consumer behavior, engagement, or decision-making and did not align with the research focus were eliminated.

There were several steps in the screening procedure. First, papers that did not fit the subject of the research were removed after titles were evaluated against inclusion and exclusion criteria. After that, papers that weren't immediately relevant were removed after abstracts were evaluated for their relation to the research issues. Additional papers that did not particularly address the effects of AI on consumer behavior, engagement, or decision-making were excluded since they addressed more general areas of inquiry. A total of 48 articles were determined to fit the criteria for inclusion after the screening procedure. These articles were thoroughly examined, and pertinent information about AI applications and their effects on consumer engagement, behavior, and decision-making was methodically extracted for further study. Thematic Analysis of the retrieved data allowed for the discovery of recurrent themes and patterns. These

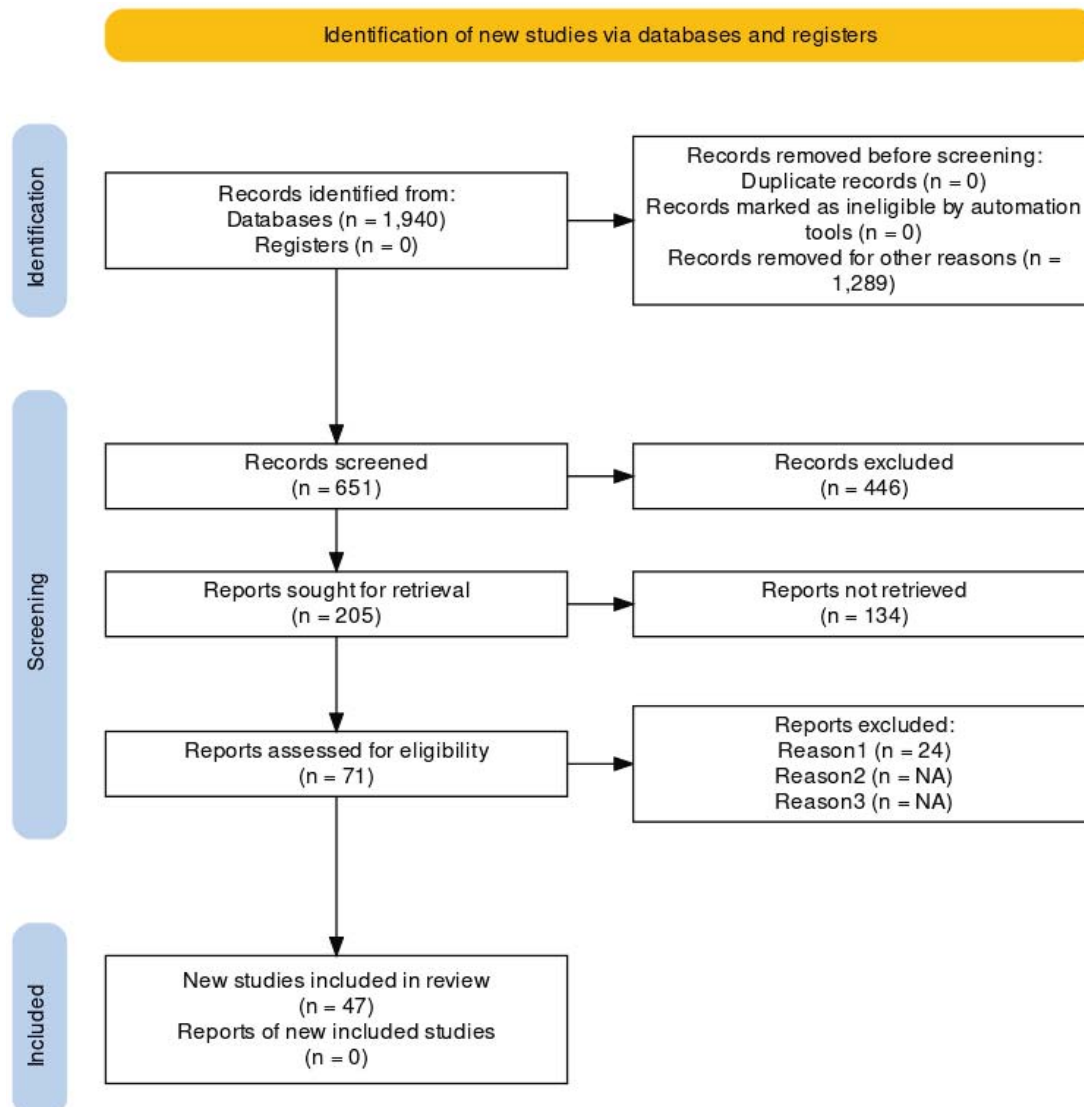
results provide insightful information about how AI technology is changing consumer behavior. The results and discussion portion of the study paper will include the discussion and interpretation that follow these findings.

Analysis & Findings

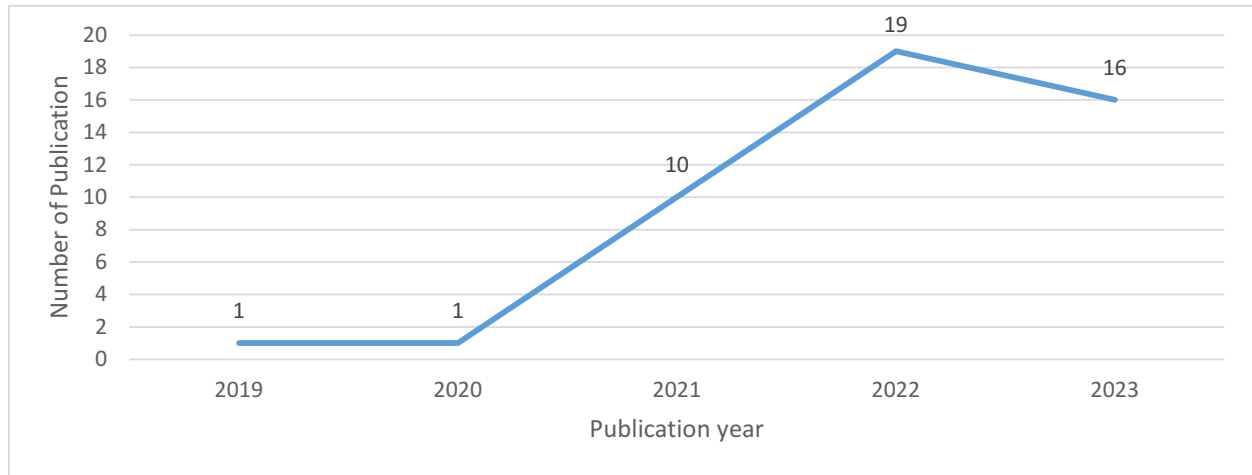
A Systematic Literature Review was conducted on the topic of artificial technology and consumer behavior through the PRISMA technique. The study was conducted to fetch knowledge about the adoption of AI- technology that is transforming consumer behavior. The study was conducted in several stages and screening was done to make the

analysis regressive. The first stage of screening was through mere title reading, after that abstract reading was the second criterion to eliminate the articles that satisfy our objective of the research. After that, the articles that touched on broader areas of research were eliminated so that the analysis could align well with the research objective. Hence, forty-eight articles were picked for the thematic analysis.

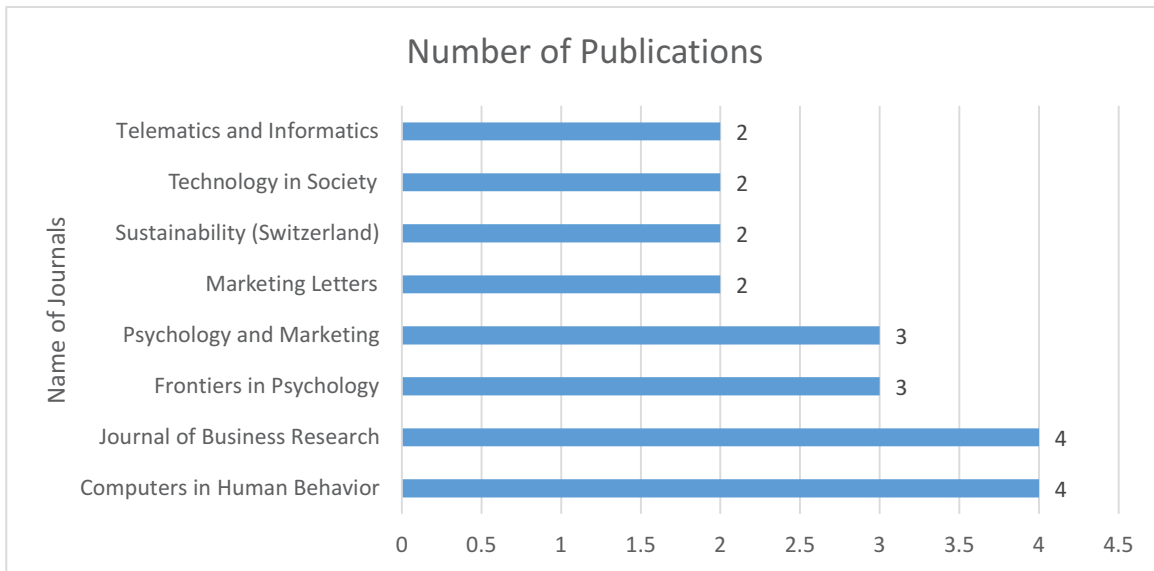
Given below is the flow diagram of the PRISMA technique, elaborating the records found and after going through the screening process 47 articles were found to the specific needs of the study.



The chart highlights the number of publications every year, hence this emphasizes the point that the number of publications rose after 2020 and continuously rose with time. Hence the study is emerging with time and more publications will occur in the future.

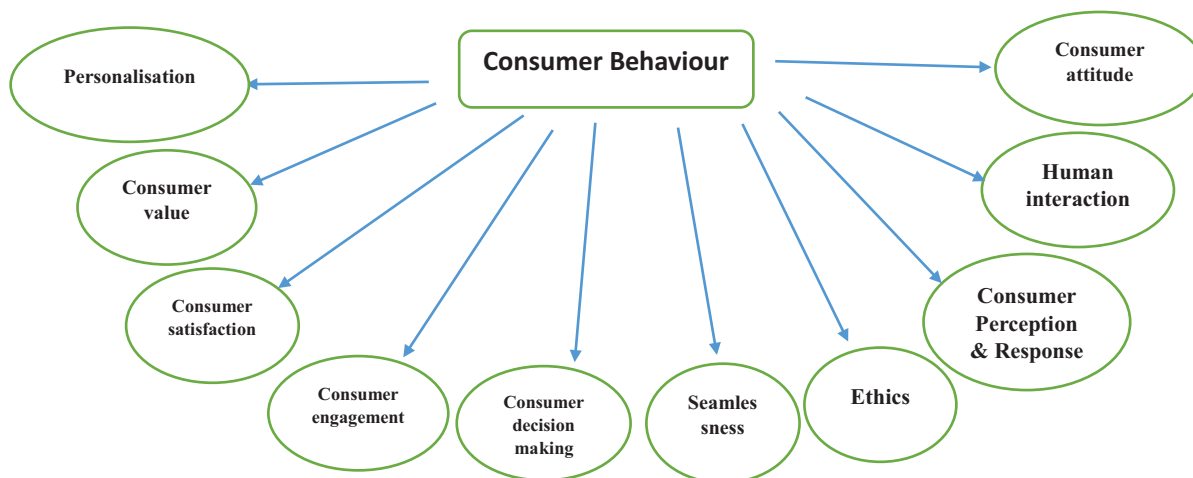


The chart showcases the top 8 journals in the field of the study, which were relevant to the findings of the study.



It shows that Computer in Human Behaviour and Journal of Business Research is the prominent journal with the maximum publications in the relevant field of the study.

The figure below shows the emerging themes that the study could pick through the thematic analysis of the 48 articles that align well with the objective of the study. The prominent themes are as follows- personalization, consumer value, consumer satisfaction, consumer engagement, consumer decision-making, seamlessness, ethics, Consumer Perception and response, Human interaction & consumer attitude.



The table shows all the themes extracted through thematic analysis. It all highlights the authors’ work that has supported the following themes.

S. No.	Thematic analysis	Authors’ justification
1	Personalization	Akdim et al,2022 ; Hamid et al, 2022 ; Cooper et al, 2021 ; Yuan et al, 2022 ; Wen et al, 2022.
2	Consumer value	Akdim et al, 2022 ; Wen et al, 2022 ; Lalicic et al, 2021
3	Consumer satisfaction	Wang et al, 2023, Adelkader, 2023 ; Hamid et al, 2022 ; Jiang et al, 2022 ; Omoge et al, 2022 ; Soe et al, 2021 ; Wei et al, 2022 ; Singh et al, 2019.
4	Consumer engagement	Lui et al, 2023 ; Guerrio et al 2023 ; Nazir et al, 2022 ; Yin et al, 2023 ; Philp et al, 2022 ; Jiang et al, 2022 ; Asante et al, 2023 ; Akdim et al, 2022 ; Wen et al, 2022 ; Sung et al, 2021 ; Wei et al, 2022.
5	Consumer decision-making process	Sugiyama & Andree, 2011; Wei & Lu, 2013 ; Sharma et al, 2023 ; Chin et al, 2023 ; Abrardi et al, 2021 ; Ameen et al, 2022 ; Piehlmaier et al, 2022 ; Omoge et al, 2022 ; Klaus et al, 2021 ; Dellaert et al, 2020 ; Akdim et al, 2022 ; Huh et al, 2022 ; Nazir et al, 2022 ; Jiang et al, 2022 ; Sung et al, 2021 ; Soe et al, 2021 ; Jain et al, 2021 ; Singh et al, 2019.
6	Seamlessness	Akdim et al, 2022 ; Klaus et al, 2021 ; Dellaert et al, 2020 ; Singh et al. 2019 ; Rasheed et al, 2023 ; Marjerison et al, 2022 ; Chi et al, 2022 ; Soe et al, 2021 ; Hsiehet al, 2021 ; Flavian et al, 2022.

7	Ethics	Rasheed et al., 2023; Sharma et al., 2022; Ameen et al., 2021; Marjerison et al., 2022; Kim et al., 2021; Giroux et al., 2022 ; Sharma et al, 2022 ; W et al, 2022 ; Soe et al, 2021 ; Hsieh et al, 2021 ; Cabrera -Sanchez et al, 2021.
8	Consumer Perception & Response	Zhang et al, 2022 ; Dellaert et al, 2020 ; Tassiello et al, 2021 ; Rasheed et al, 2023 ; Marjerison et al, 2022 ; Sung et al, 2021
9	Human interaction	Wang et al, 2023 ; Giroux et al, 2022 ; Zhoa et al, 2022 ; Hermann, 2021 ; Pelau et al, 2021.
10	Consumer attitude	Dias et al, 2023 ; Huh et al, 2022 ; Wen et al, 2022 ; Dellaert et al, 2020 ; Wei et al 2022 ; Hasan et al 2020.

Themes

1) **Personalisation** - According to several recent studies, the landscape of consumer behavior has significantly changed as a result of the widespread impact of artificial intelligence (AI). These studies emphasize how crucial an impact AI has had on changing consumer preferences and decision-making processes. Voice Assistants (VAs) have successfully used compatibility, ease, and personalization to positively improve the perceived value of recommendations, according to a significant study by (Akdim et al. 2022). This pattern emphasizes how AI-driven personalization has influenced modern consumer preferences to such a degree. According to a study by Hamid et al. (2022), the business world, including sectors like hospitality, has seen a substantial change in strategy to account for changing client behaviors in the digital age. This adaption highlights how important AI is in coordinating business strategies with shifting customer dynamics. According to Cooper et al. (2021), AI's involvement has significantly increased the effectiveness of personalized advertising. The capacity to customize advertisements to meet the interests and needs of specific individuals has significantly increased their persuasive power. Similarly, Yuan et al. (2022) show that

particular AI service characteristics, such as problem-solving ability, accuracy, and personalization, have a significant impact on consumer views, emphasizing AI's crucial role in influencing consumer behavior. According to Wen et al. (2022), the rise of AI has also encouraged consumer value co-creation through human-to-non-human interactions, with perceived personalization emerging as a prominent motivating factor.

2) **Consumer value** - Consumer value emerges as an ongoing subject as we better understand the impact of AI on consumer behavior. This value is influenced by several variables, including user interaction with AI and their personal preferences. Voice Assistants' (VAs) social presence significantly affects how users view their compatibility, personalization, and convenience. Even though this social factor has no impact on how much individuals think while using VAs, it does have an impact on how intrusive they find the experience to be (Akdim et al., 2022). This demonstrates how AI engagement can increase consumer value. Additionally, studies show that AI technology can enable customer value co-creation, in which AI and people work together to create value (Wen et al., 2022). This cooperative strategy emphasizes how AI plays a dynamic role in determining customer value. The values of the

consumer itself are crucial to the adoption of services that use AI. Positive values are associated with stronger motivations to accept these services, whereas negative values are linked to resistance to adoption. These values not only affect the choice to use AI but also define how users view value co-creation. This in turn affects customers' intentions to use these services going forward (Lalicic et al., 2021).

3) Consumer satisfaction - Artificial intelligence, or AI, is altering how satisfied customers are with the services they receive. Numerous studies demonstrate how AI is changing people's experiences and how they perceive the services they use. AI is changing the way things are done in organizations like call centers. According to Wang et al. (2023), when AI is employed, customers are less likely to complain and are more satisfied with the service. This indicates that AI is improving and facilitating customer experiences. Moving on to digital marketing, Abdelkader (2013) found that the effectiveness of AI varies depending on a person's age or technological comfort level. This demonstrates how AI can alter people's levels of satisfaction based on who they are. Hamid et al. (2022) discovered that when cutting-edge technology, like AI, is applied in hotels and other places where people stay, customers are satisfied. As a result, the entire experience can be improved by AI. Jiang et al. (2022) discovered that humans enjoy speaking to robots more if they are responsive and friendly. This demonstrates how AI may enhance the consumer experience and engagement. People are happy thanks to AI, even in banking. According to Omoge et al. (2022), applying AI in customer service increased client satisfaction and improved the quality of the service. This suggests that AI can enhance customers' perceptions of their bank. AI is changing things both internally and externally. Customers' satisfaction with the services they use and how well they function can alter because of AI, according to research by (Wei et al. 2022 and Seo et al. 2021). Finally,

Singh et al. (2019) demonstrate how AI enables users to select the options that will make them most satisfied. They can utilize self-checkout, pick them up in-store, or place online orders. People now have more options as a result of AI. These studies demonstrate how AI is altering consumer perceptions in general. AI is making people satisfied and increasing their happiness, whether they are conversing with robots, using services, or even placing orders.

4) Consumer engagement - In a series of studies that highlight the revolutionary nature of AI, consumer engagement takes center stage. The ability of AI to change how consumers engage with, interact with, and develop relationships with brands and technology is highlighted by all of these insights. According to Liu et al.'s (2023) study, hilarious emojis have a positive effect on chatbot service recovery. This demonstrates how even minor components, like emoticons, can enhance customer involvement following an issue. Additionally, businesses are advised on how to use digital technology to keep customers engaged, highlighting AI's ability to improve the shopping experience. Guerrero et al. (2023) claim that AI-enabled voice assistants create favorable impressions and connections with clients. This idea demonstrates how relationships driven by AI can affect how much people desire future connections with AI. The favorable impact of AI on consumer engagement and conversion rates is also demonstrated by Nazir et al. (2022), who portrays AI as a catalyst for effective engagement methods. Yin et al. (2023) find that AI environments encourage stronger customer engagement when compared to traditional environments. A willingness to use technology successfully is correlated with high engagement. This collaboration illustrates how AI may enhance consumer interaction. In-depth research by Asante et al. (2023) demonstrates how AI not only encourages participation but also modifies consumer attitudes and behaviors, representing a paradigm shift in the dynamics of engagement. Philp et al. (2022) demonstrate how AI-assisted

visual presentations improve comprehension of consumer behavior in the context of restaurants, boosting engagement on social media platforms. Jiang et al. (2022) highlight the link between social media participation and AI (chatbot services) pleasure, further demonstrating AI's capacity for bridging gaps. In the opinion of Akdim et al. (2022), AI has a significant impact on customer decision-making since it makes options simpler and increases consumer involvement with AI-driven recommendations. Wen et al.'s (2022) work highlights the interdependence of AI, consumer value, and co-creation, where perceived customization, trust, and self-efficacy of AI all have a big impact on consumer engagement. As demonstrated by Wei et al.'s (2022) study, where AI service quality positively correlates with user engagement, the quality of AI creates an enduring impression. Sung et al. (2021) demonstrate how AI improves the quality of experiences, magnifying customer engagement and their propensity to share their experiences. They do this by placing AI's impact in an environment of mixed reality. As a result, these several research highlight the varied effects of AI on consumer engagement. AI's influence stretches across industries, transforming interactions, perceptions, and behaviors to foster deeper ties between users and technology through everything from chatbots to retail environments.

- 5) **Consumer decision-making process** - New technologies like artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) are changing the way individuals decide what to buy. Due to these new considerations, the standard sequentially purchasing process is no longer similar. In the past, deciding what to buy followed a predetermined process: recognizing your needs, researching about it, evaluating your options, making the decision, and then reflecting on it later. However, with the help of technology and AI, humans can now complete these steps in more flexible ways. They might completely omit some steps from the process

(Sugiyama & Andree, 2011; Wei & Lu, 2013; Sharma et al., 2023). There are several causes for this transformation. How much people pay attention to, feel about, and connect with digital technology, as well as how interested they are in it, each has a significant impact on how they utilize it (Sharma et al., 2023). If someone enjoys and finds value in AI services, they might desire to utilize them more frequently (Chin et al., 2022). AI isn't just about using technology; it's also changing how people view markets, products, and services, which may differ from how they did in the past (Abrardi et al., 2021). It's fascinating to watch how AI is reducing the linearity of the purchasing experience. According to Sharma et al. (2023), consumers are experimenting with novel paths and methods of buying, such as employing AI chatbots or mixed reality experiences. Young people, particularly those in Generation Z, are changing the way they purchase by embracing tools like augmented reality and AI chatbots (Ameen et al., 2022). AI is having an impact on industries like banking and finance. AI systems are used to provide recommendations to people. This raises the question of how our thoughts and emotions, such as being overconfident, may influence the choices we make when it comes to new financial technology (Piehlmaier et al., 2022). AI is assisting individuals in Nigeria in their purchasing decisions (Omoge et al., 2022). AI is altering our decision-making processes. It can facilitate decision-making and alter our perceptions of what is valuable (Akdim et al., 2022). But AI can also cause some issues, such as forcing us to continue with our current decision-making processes and refrain from attempting new things (Dellaert et al., 2020). It seems like AI assistants are speeding up and simplifying our decision-making, but they might also have an impact on us that we should consider (Huh et al., 2022; Abrardi et al., 2021). This has an impact on social media usage as well. People are more likely to return and make additional purchases on social media when they have positive

experiences using AI (Nazir et al., 2022). One might desire to purchase goods from AI providers if they enjoy using their services (Jiang et al., 2022). In mixed reality, where AI improves the experience and makes us think about buying items more, AI is even influencing how we think about making purchases (Sung et al., 2021). Because they are practical and simple to operate, AI-powered robots in restaurants could encourage us to return again and again (Seo et al., 2021). AI can even persuade us to make unintentional purchases, such as when it makes suggestions and we opt to buy the item immediately (Jain et al., 2021). Because of all these changes, we must reconsider how we approach shopping. We need to understand how AI is transforming the world and how our purchasing decisions are affected.

6) **Seamlessness** - The concept of "Seamlessness" focuses on making technological interactions simple and seamless for customers. It all comes down to making sure that using technology is comfortable and compatible. When customers order online rather than over the phone, for instance, employing voice assistants makes things simpler for them. They value technological recommendations more as a result of this convenience (Akdim et al., 2022). Ensuring the information offered by technology is reliable and helpful is another crucial component. People believe voice recommendations from technology to be more reliable and beneficial than text recommendations (Flavián et al., 2022). People view robots and artificial intelligence (AI) as beneficial when they increase order accuracy or decrease wait times in places like restaurants (Seo et al., 2021). AI can also significantly alter how people interact with objects (Abrardi et al., 2021). Another important aspect of seamlessness is usability. People like it better and want to return if using robots or AI is easy for them (Chin et al., 2022; Soe et al., 2021). Additionally, AI-enabled smart speakers make online shopping simple and enjoyable (Hsieh et al.,

2021). Together, these concepts demonstrate how technology may simplify processes for customers. It implies that utilizing technology is convenient, dependable, and easy. People may feel more confident utilizing AI and making decisions with its assistance if they have a smooth experience (Jain et al., 2021; Dellaert et al., 2020). Enhanced consumer engagement, satisfaction, and intent to utilize AI-driven services are the results of this seamless interaction (Nazir et al., 2022; Jiang et al., 2022). In the world of AI-driven options, it seems like everything works together to make things simple to use and fun for customers.

7) **Ethics** - When it comes to how people interact and use new technologies, the idea of "Ethics" is essential. This theme addresses several significant issues relating to security, privacy, and ethical issues that develop as a result of the adoption of cutting-edge technologies like artificial intelligence (AI) and robotics in sectors like hospitality. Some individuals could be resistant to accepting AI and robot services because of these concerns, which include things like how complicated the technology is, safety concerns, and privacy-related difficulties (Rasheed et al., 2023). People are becoming more interested in adopting AI-driven autonomous purchasing systems, but privacy concerns may make them less likely to trust these systems, especially when it comes to how well they work and how much they are affected by external factors (Sharma et al., 2022). The lack of widespread adoption of these technologies is a result of privacy concerns and the fact that technology is still in its infancy (Marjerison et al., 2022). According to studies, consumer security concerns have a significant role in influencing whether or not individuals adopt cutting-edge technology (Ameen et al., 2021). Ethics also requires thinking about what is right and wrong in the way we employ these tools. For instance, when people interact with AI rather than other people, they may be more inclined to act unethically, especially if the AI doesn't appear to

be human-like (Kim et al., 2021). The laws and regulations for utilizing these technologies in society are being shaped by these ethical considerations (Ameen et al., 2021). Another issue is how our behavior alters when we interact with technology rather than people. When using self-checkout devices, for instance, we might not feel as guilty about making a mistake as we would if we were engaging with a person (Giroux et al., 2022). A significant component of technological ethics is trust. How much we trust and feel at ease using technology is a measure of trust. Trust concerns can prevent us from using new AI-based retail systems even when we are interested in doing so. We can trust these systems more or less depending on a variety of factors, including how well the technology functions, how simple it is to use, and how much we trust other people's opinions (Sharma et al., 2022). Robotic services are also covered by this trust. We feel more at ease using these robotic services and consider them to be practical and simple when we have faith in them. Additionally, it addresses any concerns we might have about employing them. We typically have better experiences as we gain greater trust in these services (Soe et al., 2021). Social cues and how we believe we are interacting with these technologies play a role in developing trust. We are more likely to trust technology when we have a connection to it. This trust then influences how much we find technology to be user-friendly and beneficial, which shapes our perceptions as a whole and whether we continue to use it (Hsieh et al., 2021). The willingness of humans to adopt AI technology is also influenced by their level of trust (Cabrera-Sanchez et al., 2021). Additionally, research has revealed that client trust in AI results in advantageous consequences like value co-creation (Wen et al., 2022). As a result, concerns about safety, privacy, morality, and trust are included in the concept of ethics in consumer behavior and technology. How we learn and apply these recent innovations is

greatly influenced by all of these factors.

- 8) **Consumer Perception & Response** - How consumers perceive and respond to technology and AI is investigated in the area of "Consumer Perception & Response." Customers' satisfaction is important; while some consumers find AI fun, others may find it to be impersonal, particularly in environments like hotels (Rasheed et al., 2023). A positive perception of AI, such as pleasant chatbots, can induce enjoyment (Marjerison et al., 2022). Additionally, combining AI with virtual experiences increases satisfaction owing to improved AI, which improves tech experiences (Sung et al., 2021). Customers are more likely to use AI to select simpler options when they are more engaged, especially when they feel in power. This demonstrates how AI might influence consumer behavior, particularly when consumers are experiencing certain emotions (Tassiello et al., 2021). AI even alters our purchasing habits. When AI makes decisions for us, we frequently examine more options in certain circumstances and fewer options in others. How much we enjoy using AI is influenced by what is provided and how many options we evaluate (Zhang et al., 2022; Dellaert et al., 2020). In general, we're learning about how people react to AI, how much they get involved, and how AI affects their decisions in the "Consumer Perception and response" space.
- 9) **Human interaction** - The way AI interacts with people is crucial in the area of "Human Interaction" within consumer behavior. There is a need for clearer communication when AI and customers interact in call centers since miscommunications may cause customers to prefer speaking to humans (Wang et al., 2023). Our sense of good and evil is influenced by how human-like AI appears; when AI appears human, we are more likely to be ethical (Giroux et al., 2022). The usage of AI in customer service is widespread today, yet consumers are occasionally unsatisfied since AI lacks human warmth (Zhao et al., 2022). Consumers' emotions and attachments can be sparked by making AI

more human-like (Hermann, 2021). We are becoming more open to AI gadgets that behave like humans and exhibit empathy (Pelau et al., 2021). This theme emphasizes how consumer behavior is shaped by interactions with human-like AI.

- 10) **Consumer attitude** - Consumer mindset is a broad topic that includes many facets of how people view and use technology and artificial intelligence. Consumer views changed during the pandemic, and they started to be more open to using AI to prevent and manage COVID-19 (Dias et al., 2023). Tasks in consumers' lives may become more automated due to their interactions with AI (Huh et al., 2022). It's interesting to note that Generation Z women feel empowered by using different technology, which affects their perceptions of their bodies and their worth (Ameen et al., 2022). Additionally, customers' views of AI's autonomy influence their readiness to co-create value (Wen et al., 2022). Customers are prepared to give up some autonomy in exchange for the efficiency AI provides, which will increase adoption (Dellaert et al., 2020). Customer loyalty is also important to this theme. Customer satisfaction, engagement, and brand loyalty are all improved by the quality of AI services (Wei et al., 2022). As consumers have faith in the capabilities of AI-supported gadgets, brand loyalty is cultivated (Hasan et al., 2020). The consumer attitude topic focuses on how people's interactions and experiences with AI and technology affect their views, actions, and loyalty.

CONCLUSION

In order to investigate the complex interaction between artificial intelligence (AI) and consumer behaviour, this study carried out a systematic review of the literature. The research found and examined 48 relevant papers from the Scopus database that were published between 2019 and 2023 by using the PRISMA approach. Personalization, consumer value, satisfaction, engagement, decision-making,

seamlessness, ethics, consumer perception and response, human interaction, and consumer attitude are just a few of the themes that emerged from the thematic analysis as significant patterns in the relationship between AI and consumer behavior. These results highlight the significant influence that AI has on different facets of consumer behavior. The study adds to the body of knowledge by offering a thorough review of how AI is changing consumer behavior and synthesizing it. This research not only improves our comprehension of the changing consumer landscape but also offers insightful information for marketers and businesses by clarifying the various themes that appear in the literature. Marketers can successfully modify their plans by understanding the dynamics of AI-induced changes in consumer behavior, which promotes improved engagement, customized experiences, and ethical considerations. In summary, this study is an essential tool for practitioners as well as academics, providing a comprehensive view of the paradigm shift in consumer behavior brought about by AI. The research's conclusions will still be relevant as technology develops further, directing strategic choices and influencing how customers and businesses interact in the future.

FURTHER SCOPE OF THE STUDY

The current study lays the foundations for future investigations into how AI affects consumer behavior. Future studies may use longitudinal methods to monitor the changing effects of AI on customer involvement and decision-making over time. Contextual variations may be better understood by conducting comparative assessments across various industries and cultural situations. A deeper understanding of consumer perceptions and motives in reaction to AI-driven experiences may be gained by incorporating qualitative techniques like focus groups and interviews. A critical area of research is the ethical implications of AI's impact on consumer behavior, including concerns about privacy, data security, and algorithmic fairness. A deeper understanding might also result from

studying the variables that promote or obstruct AI adoption as well as looking into the psychological and emotional aspects of consumer-AI interactions. Future research may examine how changing AI paradigms will affect consumer behavior as AI technologies continue to advance. Incorporating AI research with other cutting-edge technologies like blockchain and augmented reality could offer a comprehensive picture of the current state of the consumer market. By pursuing these areas of future study, we can get a deeper comprehension of the complex interactions between AI and consumer behavior, improving our capacity to responsibly and effectively use AI technology in influencing consumer experiences.

LIMITATION OF STUDY

There are several inherent limitations to this systematic literature review on the influence of artificial intelligence (AI) on consumer behavior. The exclusion of relevant research from other sources than Scopus. The limitation to English-language articles could also induce language bias by omitting non-English studies that could offer insightful contributions. Articles that are released between 2019 and 2023 may neglect important works and the quick development of AI only uses keyword-based searches, might miss articles that use other terms and are relevant to the study. Filtering out in-press items can result in an absence of the most recent findings. Due to the review's accuracy, extracting themes could ignore diverse viewpoints and leave out in-depth contextual analysis. It may be difficult to generalize results across industries because of the variety of AI applications. Despite these drawbacks, the review intends to provide an insightful analysis of the relationship between AI and consumer behavior, adding to our understanding of this developing topic.

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