The Impact of AI on Consumer Psychology and Growth in Consumerism

Nitish Singal, Assistant Professor, SBS College, Raisinghnagar

Poonam Bishnoi, Research Scholar, JNVU, Jodhpur

Abstract

One of the fastest changing industry is E-Commerce, with tremendous shift of consumer shopping from physical/offline platform to online/electronic platform. With a boom in internet era big data analysis emerged as traditional way of retailing, promotions, statistics, data analysis become outdated. AI has proven to be a more sophisticated way for processing and analyzing data for decision making. AI can provide massive data analysis and predictions accurately. Natural language processing, machine learning, expert system, vision, voice, planning and robotics are AI's main branches, that a business uses to stay ahead in market. AI has transformed how a business interacts with consumer. The factors that have impact on consumer behaviour are more personalized buying experience, data privacy, virtual try-on of a product, easy payment methods, product comparison among various products at same time, buying assistance, chatbots, availability of more pesrsonalised products, notification for new stock update, maintaining list for groceries that saves time, effortless shopping etc. Easy availability of products have also risen the threat of consumerism, which in turn have impact on environment and human existence. AI is on rise but still needs more and more efforts to become smarter.