

ARTIFICIAL INTELLIGENCE IN THE CONTEMPORARY PURCHASE RECOMMENDATIONS – A BIBLIOMETRIC ANALYSIS

Most Beauty Akter¹, Mohammad Iftekhar Ashik Imran², Istiaque Mahmud³

¹Major, International Trade Department: School of Economics and Management University: University of Science and Technology Beijing

Email: nuronnaharbeauty@gmail.com

²Major, Applied Economics Department: School of Economics & Finance Xian Jiaotong University

Email: Imraneco@stu.xjtu.edu.cn

³University, Midwestern State University Major: Business Analytics

Email: imr.rafat@gmail.com

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ABSTRACT

This paper investigates the Artificial Intelligence (AI) in the contemporary purchase recommendations with A Bibliometric Analysis. The key purpose of this paper is to examine how using AI could improve customers' general experiences. A systematic literature review has been used, concentrating on the areas of artificial intelligence (AI), digital marketing, purchase recommendation, strategic plans, customized content, sales, customer satisfaction, and customer retention. Findings of the study shows that using AI for purchase recommendation could significantly improve customers' general experiences and satisfaction level. The paper has significant implications for the policymakers and relevant stakeholders. The study is limited with qualitative analysis only that may impact generalizability.

Keywords: Artificial Intelligence (AI), customers' experiences, purchase recommendations, Bibliometric Analysis

1. INTRODUCTION

"Where should we be if a machine can think, because it might think more effectively than we do? Even if we were capable of keeping the machines in a subordinate position, such as by strategically turning power off, we should feel incredibly humbled as species", says Alan Turing on BBC in 1951. Nowadays, people might envision artificial intelligence (AI) as large-scale initiatives like self-driving cars or computers that can communicate with us verbally like Alexa or Siri. While most of these are true and captivating, the reality of AI consists of dozens of tools and applications operating relentlessly in the background to simplify our lives by automating routine chores or generating predictions.

Industries as well as society are undergoing a revolution led by artificial intelligence (AI) (Campbell et al., 2020). Artificial intelligence is prevalent in a lot of sectors now including digital marketing. It has revolutionized the way a business produces content, generates sales, attracts potential customers, lowers their acquisition cost, maintains the consumer experience, etc. The growth and use of AI is being seen in various sectors of life including customer service and finding them the best deals (Campbell et al., 2020). AI is already being widely used in several aspects of digital marketing and will contribute to a radical change in marketing in the future, as (Davenport et al. 2020; Rust 2020) claimed. For example, Albert's AI marketing technology is used by RedBalloon to find and connect with new clients. Replika, a chatbot powered by machine learning, soothes customers' emotions by mimicking their communication preferences. The processing of natural language is used by Macy's on Call to offer consumers an in-store personal assistant (Campbell et al., 2020).

AI marketing campaigns now apply chatbots, product recommendation systems, and customer recognition substantially (Overgoor et al., 2019). It can strengthen connection between customers, goods, and services, and can smoothly meet demand (Wang et al. 2018). Additionally, a report named "Secrets of Artificial Intelligence Winning Consumers: Enabling Human Intelligence" by Capgemini Digital Transformation Research Institute found that 38% of consumers have positive experiences with AI which increases their overall purchase volume exponentially. According to several research studies, customer perceptions of value (Lalicic & Weismayer, 2021), risk (Hasan et al., 2021) and trust can serve as mediating factors between the user experience and AI services.

In this study, we attempt to examine the relationship between AI and consumer purchase recommendation, which is substantially intertwined with boosted sales and customer retention. We then draw attention to how AI can be used to tailor personalized marketing programs and the improvements it may bring to the consumer experience. The paper explains the advantages that AI brings to decision making, planning strategies, and taking proper actions in regard to conducting business digitally and provides empirical data to support the beneficial elements of AI in digital marketing.

2. RESEARCH METHOD

A systematic literature review has been used, concentrating on the areas of artificial intelligence (AI), digital marketing, purchase recommendation, strategic plans, customized content, sales, customer satisfaction, and customer retention. As stated in the methodology section, specific stages were carried out in accordance with Kitchenham's recommendations (Group, 2007). The subsequent sections outline the steps of the applied SLR method.

2.1. Research Questions

The following research questions will be addressed by the project.

RQ1: How effective is the use of AI-based purchase recommendations in increasing sales revenue and customer retention for companies?

One of the most effective uses of AI is to generate relevant product and service recommendations on the consumers' home page. This study explains how higher recommendations can lead to higher sales and customer retention.

RQ2: How can a company use AI technology to plan strategies, provide personalized purchase recommendations, and enhance customer experience in the current market?

AI can be used for successful planning as well as personalized purchase recommendations. All of these can result in a better customer experience.

2.2. Search Procedure

The search process took place between March 20 - March 25, 2023 through various websites. The search strings that we used were: "AI", "AI/digital marketing", "AI/purchase recommendation", "AI/sales", "AI/planning".

The report utilized the following six famous databases:

Source	Online Access
Science Direct	https://www.sciencedirect.com/
ACM Digital Library	http://dl.acm.org/
Scopus	http://www.scopus.com/
Emerald Insight	https://www.emerald.com/insight/
Web of Science	https://apps.webofknowledge.com
Springer	http://link.springer.com/

2.3. Study Selection

We assessed the initial research (1224) further by following the procedure-

1. Excluding on the basis of a particular subject or area of interest.
2. Excluding the identical articles.
3. Excluding articles that are not written in English.
4. Excluding based on the access of the articles.
5. Excluding on the basis of research topic.

2.4. Inclusion Criteria

We followed the following criteria to incorporate the articles in the research.

1. Articles from empirical study that examined AI in business, digital marketing and user experience.
2. Empirical studies published in high index and reputable journals.
3. Papers on empirical study that offered and examined a research model.
4. Review papers which examined AI, digital marketing, consumer experience and sales.

2.5. Quality Assessment (QA)

To gauge the caliber of the articles utilized in this research, we ask the following questions::

QA1. Are the effects of AI in digital marketing, consumer experience, and business profit clearly defined?

QA2. Is there a proper explanation and analysis of AI, digital marketing, customer retention, and firms' performance in the research article?

QA3. Is the conceptual framework used in the article appropriate?

QA4. Do the papers that were selected for this study have a similar focus?

For the four QAs, Y (yes) denotes a well specified structure, N (no) denotes a poorly defined structure, and P (partially) refers to a partially defined structure..

(Kitchenham et al., 2009) suggested the following system to evaluate articles: Y = 1, P = 0.5, N = 0. According to Table 3, the publications that had a score of less than 2 on the QA questions were disqualified from the research.

Table 3. Quality measurement analysis

Paper ID	QA1	QA2	QA3	QA4	Total Score
P1	Y	Y	Y	P	3.5
P2	Y	P	Y	P	3
P3	Y	Y	Y	Y	4
P4	P	Y	Y	P	3
P5	Y	Y	P	Y	3.5
P6	Y	Y	Y	Y	4
P7	Y	P	Y	Y	3.5
P8	Y	Y	Y	P	3.5
P9	Y	Y	P	Y	3.5
P10	Y	Y	Y	Y	4
P11	Y	Y	Y	Y	4
P12	Y	P	Y	Y	3.5
P13	P	Y	Y	Y	3.5
P14	Y	P	P	Y	3
P15	Y	Y	Y	Y	4
P16	Y	Y	Y	Y	4
P17	Y	P	Y	Y	3.5
P18	Y	P	P	P	2.5
P19	Y	Y	Y	Y	4
P20	P	Y	Y	Y	3.5
P21	Y	Y	Y	Y	4
P22	Y	Y	P	Y	3.5
P23	Y	P	Y	P	3
P24	Y	Y	Y	Y	4
P25	Y	Y	Y	P	3.5

2.6. Data Collection

Table 2. Systematic review of literature

Author (s) ID	Year	Objective	Method	Relevant Finding(s)
Huang & Rust	2021	To discover the strategic use of AI	Literature review	Can be used in market research, to understand customers' feelings, strategies, and actions.
Allal-Chérif et al.	2021	To explore the degree to which AI can enhance the performance of	Analyzing cases	Positive effect on strategic purchase function

		purchase department		
Nair & Gupta	2021	To examine various use of AI in social media and digital advertising to increase ROI	Literature review	Various ways to use AI to bring positive impact in digital marketing
Bandari	2019	To investigate the effect of Artificial Intelligence on local companies' profitability in developing countries	Data was collected from 391 small business, multiple regression analysis	Significant impact of AI on the financial performance of small companies
Mnyakin	2020	To explore how AI can lead to growth in e-commerce sales	Data was collected from 190 e-commerce sites around the world, multiple regression analysis	Boosted revenue in companies that invested in AI
K Akdim & Luis V Casalo	2023	To explain how voice assistant contributes in customer purchase	A marketing research company helped to make it happen via an online panel	Social presence leads to perceived value to engagement.
Vanessa Arnold	2023	To elaborate how AI can help to maintain a better CRM	Literature review	Helped to retain customers and build a strong customer base
Shane Emerson	2023	To explain how AI based CRM can increase sales revenue	Literature review	Explained how companies can earn more and reduce cost to increase revenue by using AI based CRM
Xia Liu & Hyunju Shin & Alvin C Burns	2021	To show how big data analytics relate with customer satisfaction	Literature review	Shows how design, management of social media marketing for high end brands influences customers via social media content.
Nikhil Patel & Sandeep Trivedi	2020	To represent how AI and machine learning leads to customer loyalty	Literature review	Research showed that AI, machine learning ,NLP should be used in chatbot to observe their relationships with the brand itself.
Yanya Ruan & Jozsef Mezei	2022	To overview the fact that AI and chatbots can ensure more	Literature review	Viewed how AI and chatbot leads to customer satisfaction by providing perceived information,

		customer satisfaction than human frontline employees.		waiting time, arousal and pleasure.
Fotis Kitsios & Maria Kamariotou	2021	To explore the strategy towards digital transformation	Literature review	Explained how AI and machine learning in organization alignment of tools and information .helps to make decision
Eduardo Plastino & Mark Purdy	2018	To discover the strategy and leadership game changing value from AL	Literature review	Showed the uncertainty in the business world about what AI really means for innovation and growth .
Vassilis C Gerogiannis & Anthony Karageorgos	2021	To explore personalized fuzzy recommendation for high involvement	Literature review	This described a control-based recommendation strategy for helping AI in the choice-making process for consumers of high involvement goods.
Mohannad A M Abu Daqar & Ahmad K A Smoudy	2019	Learn how AI can improve the consumer experience.	Literature review	AI demonstrated the after-sales assistance services to reduce client wait times.
Dr. Manas Khatri	2021	To demonstrate the use of AI and digital marketing to assess strong client experiences	Literature review	significant impact of AI on the analysis of customer experience and preferences.
Hua Jiang & Yang Cheng	2022	To examine the impact of dialogic chatbot communication on the customers and ensuring loyalty	Qualtric survey	Showed how customers perceived the dialogic chatbot communication.
Sheshadri Chatterjee , Nripendra P Rana	2021	To explore the AI based CRM	Analyzing cases	Showed the organizations to sustain competitive advantage
Ranjan Chaudhuri & Demetris Vrontis	2022	To ascertain the effects of implementing an integrated AI CRM system.	Literature review	demonstrated a substantial improvement in both company success and the satisfaction of B2B relationships.

Cristina Ledro & Anna Nosella	2022	to investigate how AI affects client relationships	Literature review	CRM was created by AI, which also offers a systematic review of the industry, exposing any holes.
McShane	2022	To see how Businesses use AI To solve problem	Relevant Paper	Shwed how AI helps us in our business and Organization
Marr	2021	How all businesses are using AI and which are leading in it	Relevant Paper	How the top companies are using AI to create their empire
Allal-Chérif et al.	2021	How AI are used and what kind of AI does what	Literature review	shown how AI engines are being used and, for purposes of recommendation, how it can be used.
Davenport	2021	What kind of coding does what	Literature review	Difference and understanding the different AI algorithm and coding
Muhammad Alshurideh, Barween Hikmat Al Kurdi , Ra'ed Masa'deh, Haitham M. Alzoubi , Said Salloum	2023	Learn how AI can improve the consumer experience.	Literature review	Talks about marketing intelligence system computation intelligence

3. RESULTS

AI is permeating every aspect of our lives. From the increasing number of self-checkout cash registers to airport security checks, AI is practically everywhere. According to a Gartner report, there has been a 270% rise in companies supporting AI over the past four years. Nevertheless, there are many misunderstandings about everything AI-related.

To contend with other retail companies, it is essential for a company to have an ecommerce website. People won't be increasing their income if their online store can't offer products online. Additionally, since the epidemic, e-commerce companies have grown significantly. People now live in a time when social media, technology, and the internet are more pervasive than ever thanks to the innovative and changing use of technology. All of these factors have led to the adoption of the internet market by many flourishing companies, who are now looking for ways to increase revenue through it.

We can see directly how integrating AI into their e-commerce website might boost productivity and effectiveness while also increasing sales. As more brick and mortar businesses try to break into the ecommerce industry, AI is growing in importance within the business field. It also improves connection and contact with digital touchpoints.

In the ecommerce sector, personalization involves modifying the purchasing experience to take into account the requirements, wants, interests, and styles of each individual consumer. For instance, they can run an automated customized email campaign, display recently viewed products or generate a catalog of personalized products. It can also be translated as a tactic for enhancing the online purchasing experience for consumers by dynamically or actively displaying content, such as advertisements for goods, companies, or campaigns. Depending on their click-through rate, surfing habits, past purchases, etc.

Personalization was a component of the ecommerce industry before AI was widely used.. Computers can now process large amounts of data, enabling improvement and real-time insights. ecommerce shops routinely see a huge number of consumers and hundreds of thousands of goods. On-the-spot data analysis using software or an algorithm can rapidly uncover patterns in consumer behavior. ecommerce shops can take advantage of customers' propensity for spontaneous

purchases by providing customized product suggestions. By suggesting various products to consumers at the checkout based on their chosen brands and categories, you can cross-sell or promote products as well.

AI is continuously changing the ecommerce sector. It now affects how an ecommerce shop presents and offers goods to customers. AI is enhancing the online purchasing experience for both consumers and merchants by providing a highly personalized shopping experience with the aid of virtual buying assistants.

In order to connect, divide, and retarget their consumers, ecommerce shops can use the technology's sophisticated methods to evaluate big data and spot customer behavior. The success of an online company is largely dependent on its ability to deliver a highly customized client experience. Artificial intelligence (AI) applications can recognize and evaluate consumer data to predict future buying trends and provide product suggestions based on the consumers' browsing habits. The business processes become more straightforward, effective, and productive when AI is used to enhance the client experience. By using chatbots and self-driving software to automate repetitive chores, technology cuts the time and effort required to execute these jobs in half.

In terms of decision-making, artificial intelligence is also serving as the ideal company partner. Technology that considers both past user interactions and current market patterns makes it simpler for companies to forecast the future. This ultimately gives them clarification regarding the features and functionalities to add to their business answer in order to acquire a significant market momentum.

The consumer data analytics method is also demonstrating how significant artificial intelligence is. The process of collecting a large amount of user data from various sources and arranging it effectively according to the important variables is being made simpler by AI-enabled tools and platforms. Additionally, using the appropriate technology use cases and precise insights gleaned from the data, artificial intelligence is enabling the development of improved client involvement strategies. Artificial intelligence predicts the context of user interactions.

The ability to offer the best client experience to the target population based on their speech or facial gestures is another benefit of AI-powered platforms. Facial recognition technology and virtual helpers are making it simpler to understand users' feelings and thoughts at any given moment and find methods to instantly improve their lives through deals, reimbursements, etc. in order for companies to make long-term earnings.

Last but not least, AI is making it simpler for new and established brands to evaluate user interaction data, forecast users' future behavior, and use that knowledge to give them the ideal marketing offer. increasing consumer involvement and profits in the process. This technology means for various business sectors and their customer experience initiatives in 2022 and beyond, even though this article is all about how artificial intelligence (AI) enhances customer experience generally.

4. DISCUSSION

AI can observe customer behavior and analyze the data faster than human being which will automatically lead to increase in sales as well as revenue. McKinsey and company figured out that by using AI algorithms some businesses and companies achieved 10 to 30% increase in revenues. They basically used personalized product based recommendations which helped them to reach their target audience. (McKinsey & company, 2018). This report states that Netflix, Amazon and other platforms like Spotify use AI based recommendation procedure to increase their revenues.

One of the main innovations of AI which is being used tremendously is voice assistants. Voice assistants help their target customers in different factors such as: receiving calls or playing music (Chattaraman et al, 2019)]. Moreover, voice assistants play a vital role in delivering value-added products or any sort of service recommendations (Rhee and Choi, 2020). Georgiev found that 72% of Google users use their voice assistant in a regular interval and 52% of this 72% utilizes the opportunity to ask Google for brand or service or product recommendations (Georgiev, 2022). And that's how companies or brands can use the opportunity to use AI in such a manner where people will be asking for recommendations to the voice assistant for any particular product or service then their one (brand/page/webpage) may arrive to their target audience. A report by Accenture, AI-based recommendations can increase sales by up to 25%. The report suggests that personalized recommendation has the credibility to improve the customer experience and encourage customers to make additional purchases. This is because AI-based recommendations increase customer engagement and satisfaction, leading to repeat purchases and customer loyalty. There are various AI methods that can be used to engage customers with a company. Personalization: AI can help understand customer demand, preferences, or behavior and that can possibly be achieved by personalizing customer experiences. This can lead to targeted marketing campaigns and personalized product recommendations based on data analysis. (Ali payani, 2023)

Chatbots: AI-powered chatbots can provide instant and efficient customer service, answering queries and resolving issues in real-time. They can also be programmed to initiate conversations and engage customers in a friendly and helpful manner. (Betty Bassett, 2023 by Harvard Business Review)

5. CONCLUSION

This research deepened our knowledge of artificial intelligence (AI) and its implications for business, consumers, and society at large. This study's goal was to examine how using AI could improve customers' general experiences. Customer service and post-purchase assistance were two distinct factors that were used to measure the customer experience throughout the study. In order to quantify the connection using the most accurate metrics possible, a variety of analyses were performed on both qualitative and quantitative data. The research hypotheses fit the authors' findings after analyzing the outcomes of the analysis they used. First, the findings of the correlational and regression analyses show that there is a clear link between AI and personalized customer service and after-sale customer assistance, as well as a favorable relationship between AI and customer experience. Additionally, authors demonstrate that offering customized customer service throughout the customer's purchasing path has a significant effect on the customer experience by combining descriptive analysis with the studies previously stated. Additionally, implementing AI in contact centers and other post-sale support services will reduce client wait times, thereby improving the customer experience. Last but not least, the theme analysis of the interviews reveals that due to high expenses and a dearth of skills in the Palestinian community, not all businesses in Palestine are able to completely implement the technology of AI. Ultimately, we now understand that AI is a rapidly moving train that is growing inside of our houses and places of employment. It will ultimately control every device we use and integrate itself into our daily routines. We should all take care to only use such technology to soothe humans, not to supplant them, including the people who create it.

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