



**PROCEEDINGS OF
4TH INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP &
MARKET SPACE (ISC-IEM), 2026**

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Taurean

Enhancing Customer Engagement in e-commerce through AI

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In today's highly competitive e-commerce landscape, delivering a meaningful and memorable customer experience has become essential for business survival and sustainable growth. This study examines how Artificial Intelligence (AI) enhances customer engagement and reshapes digital shopping behaviour. The research focuses on analyzing how AI-driven tools such as personalized recommendations, chatbots, smart search systems, virtual try-ons, and real-time delivery predictions influence customer satisfaction, loyalty, and purchase decisions. The study adopts a quantitative and descriptive research design. Primary data was collected using a structured online questionnaire distributed among frequent online shoppers who are familiar with AI-enabled e-commerce platforms. All of the responses were analyzed using descriptive statistical tools such as percentages and average ratings to identify trends and user perceptions. The findings reveal a strong positive response toward AI integration, with over 80% of respondents acknowledging AI tools as useful and time-saving. Features like delivery predictions and personalized recommendations significantly enhanced satisfaction and engagement. However, the research also identifies concerns regarding data privacy and ethical use of personal information, highlighting the importance of transparency in AI implementation. Overall, the study concludes that AI is evolving beyond a supportive technological tool into a strategic growth engine. By shaping customer preferences and redefining competitive dynamics, Artificial Intelligence plays a transformative role in strengthening customer relationships and influencing the future structure of the ecommerce industry.

Keywords - Artificial Intelligence (AI), E-commerce Platform, Customer Satisfaction, AI in Online Shopping, Chatbots in E-commerce, Chatbots in E-commerce, Digital Transformation.

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