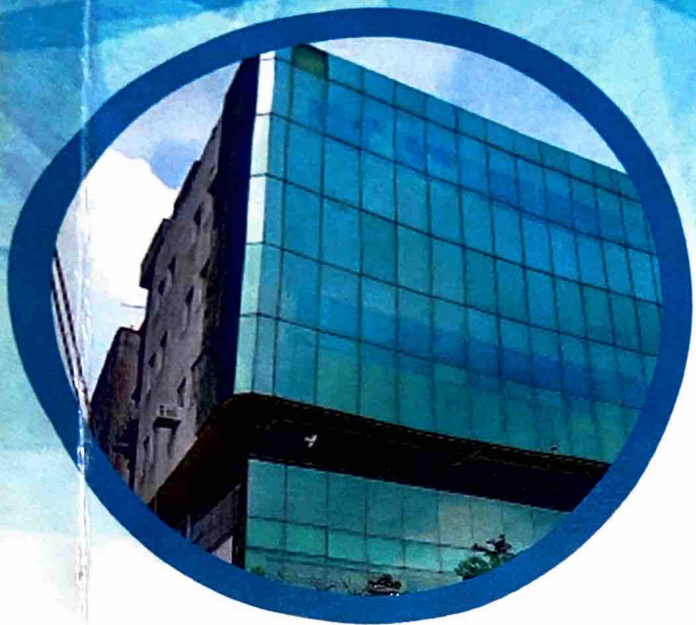




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Taurean

The Impact of AI Driven Personalization on Consumer Behaviour in E-Commerce

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In the present digital era, society is increasingly shaped by advancements in science, technology, intelligence, robotics, education and the global economy. The rapid expansion of Artificial Intelligence (AI) has significantly influenced various industries, particularly the e-commerce sector. By analysing large volumes of consumer data through AI-driven tools such as machine learning algorithms, predictive analytics and recommendation systems, e-commerce organisations gain deeper insights into customers' preferences, purchasing patterns and behavioural responses. This enables businesses to provide personalised shopping experiences and tailored product recommendations to individual consumers. Personalization has emerged as one of the most impactful applications of AI in e-commerce. By examining customer data and online interactions, AI assists businesses in designing customised content, targeted promotional offers and relevant product suggestions that align with specific interests. Such approaches enhance customer satisfaction, increase engagement levels and improve conversion rates. Furthermore, AI-powered chatbots and virtual assistants contribute to efficient customer service and an improved overall user experience. This research paper analyses the impact of AI-driven personalization on consumer behaviour in e-commerce using primary data collected through an online survey and applying statistical tools to evaluate its influence on purchasing decisions.

Keywords: Artificial Intelligence (AI); E-commerce; Personalization; Consumer Behaviour; Machine Learning; Predictive Analytics.

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