

# AI Impacts in Digital Consumer Behavior

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

In the ever-evolving landscape of digital innovation, businesses grapple with the challenge of deciphering dynamic consumer behavior. **AI Impacts in Digital Consumer Behavior** is a pioneering exploration tailored for academic scholars seeking insights into the profound influence of artificial intelligence on consumer dynamics. As businesses strive to harness the potential of data, this book serves as a beacon, offering a comprehensive understanding of the intricacies involved in tracking, analyzing, and predicting shifts in consumer preferences.

This groundbreaking work not only identifies the complexities posed by the rapidly changing digital landscape but also presents a solution-oriented approach. It unveils a theoretical framework and the latest empirical research, providing scholars with a toolkit of concepts, theories, and analytical techniques. With a multidisciplinary focus on behavioral analysis, the book equips academic minds with the knowledge to navigate the challenges of the digital age. Furthermore, it addresses the ethical dimensions and ethic considerations associated with the accelerating pace of consumer behavior analysis, shedding light on the responsible use of AI technologies.

Tailored specifically for entrepreneurs, professionals, and researchers entrenched in artificial intelligence, digital media, and consumer behavior studies, **AI Impacts in Digital Consumer Behavior** is a premier reference source. This timely resource not only demystifies the intricate relationship between AI and consumer behavior but also empowers scholars to contribute meaningfully to the ongoing discourse in this transformative field. For academic institutions, libraries, lecturers, and students, this book is a dynamic compass guiding scholars through the challenges and opportunities at the intersection of AI and consumer dynamics.

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**Hardcover:** \$295.00

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**Hardcover +  
E-Book:** \$325.00

## Topics Covered:

- Advancements in Customer Segmentation Models
- Cultural and Ethnic Influences on Consumer Behavior in the Digital Age
- Data Structuring for Comprehensive Consumer Insights
- Digital Transformation and its Effect on Consumer Experience
- Ethical Considerations in Behavioral Analysis
- Ethical Frameworks in Customer Recommendation Models
- Ethical Implications of Consumer Behavior Prediction
- Enhancing Customer Experience through Emotional Intelligence
- Emerging Trends in Behavioral Analysis for Businesses
- Impact of Emotional Intelligence on Online Purchase Decisions
- Innovations in Consumer Sentiment Analysis
- Predictive Analytics in Consumer Behavior
- Strategies for Effective Digital Customer Relationship Management
- The Role of Patterns in Digital Consumer Behavior Analysis

**Subject:** Business & Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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