

A Study on the Role of Artificial Intelligence on Buying Behaviour of Consumers in India

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Abstract: *This case study looks at the ways that artificial intelligence (AI) has improved marketers' ability to understand and analyze Consumer Behaviour. To make their marketing strategy and plans more effective, marketers are researching consumer Behaviour on the internet. AI may be the answer given the vast volume of data that is already accessible and the regularity of data breaches. An image recognition system might be able to identify and categorize things in photos by analyzing millions of examples. When a chatbot sees examples of text interactions, it can learn to have realistic discussions with humans. Businesses now need to take advantage of the best AI talent to stay ahead of the competition. It can provide insight into every phase of the customer journey and aid marketers in comprehending the motivations underlying Consumer Behaviour. Stronger client relationships and a greater client lifetime value are possible consequences when done properly. AI may be used by marketing teams to interpret vast volumes of data in order to use the knowledge and pinpoint their target audience. Businesses can make use of it to develop user-centered sales funnels and build their marketing plans around them. In the end, more traffic is produced, which is advantageous for marketing departments trying to convert site visitors. Artificial intelligence (AI) and other technologies are transforming our understanding of and perspective on marketing..*

Keywords: Artificial Intelligence, Buying Behaviour, Consumer, Market Trends

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