Introduction

With dawn of digital marketing, things like marketing automation, conversion optimizations are booming and to grab the limelight, to skyrocket industry it allow technology like Artificial Intelligence. The marketing scenario has pressure to do more with less, proving return on investment and evaluating all options available. The sales team can lose out major opportunities as some customers’ intention is never to buy a product. Sales person therefore can look for customer buying signals, behavior or intention. In addition, Customer can waste most of the time, money in searching and selecting good product. Buying signals can be verbal or non-verbal, which can be observed from sales person during customer’s purchase journey. Verbal signals can include enquiring about prices and discounts, product specifications, offerings can give indication regarding customer’s interest and can help in closing the deal. Marketing managers takes decisions about price, advertizing brands, distribution channels and their products, etc. based on behavior of suppliers, competitors and customers, some uncertain factors like economy of the country, government rules and political issues. Also to get expected outcome long term planning, segmentation of customers, expansion, growth, market place, and product development and strategic issues are required evaluation.

With propagation of online marketing, the companies or sales team can gather thousands of records from each customer touch point. Record contains information like type of search, from which device it is searched and how long before actually purchased. Companies or sales team can trace customer’s likes, dislikes and information about brands from large, big data by scrutinizing customer profile. Artificial Intelligence can provide predictive modeling and personalization across the customer journey. In Artificial Intelligence, expert systems are designed to analyze customer behavior by reasoning about knowledge, so that customer behavior with reference to gender, age can be obtained and marketing strategies can be decided so that it can benefit both businesses and customers.

Artificial Intelligence can underpin efficient and well-informed customer behavior/intentions that benefit both businesses and customers.
**Recommendation Engine:** In the world of digital marketing, recommendation engine can pull from reams of nuanced data in order to draw conclusions from actions, intentions, behaviors, etc.

**Searching:** Searching can be much smarter and improved capacity will help to find right product.

**Customer behavior prediction:** Analyzing customer behavior with reasoning knowledge and using big data.

**Programmatic Advertising:** Buying and selling ad inventory by connecting advertisers to publishers.

**Marketing Forecasting:** Insight from marketing data lies in its ability to aide in predictions.

**Product Pricing:** Correlating pricing trends with sales trends and aligning with category management, inventory levels.

Customer satisfaction is more important for retailer but are becoming most complex than past. The purchase / sale of products include number of things that could affect each decision in growing industry. The survey shows that retail industry in India grows annually approximately thirty percent. A shopping plaza, shopping mall or shopping centers are modern adaptations, which have collection of independent retail stores, products, parking areas, services and are maintained by separate management. An important aspect of current state of affairs is materialization of organized retail. Many industrial houses have announced ambitious future expansion plans and entered in this area. During targeting non-customers, organizations required to retain existing customers. And measuring customer satisfaction gives how much successfully organization is providing products and services to customers / society. Also country like India has culturally, socially, economically and graphically varied in different ways, customer requirements also varies. Good or bad mood, busy schedules can have influence on behavior and affect buying intention. These factors required to consider in follow-me technology using artificial intelligence.

In order to serve relevant messages to customers, marketers need to understand buyer’s expectations, motivations and behaviors. We can get much deeper than audience demographics and downs into consumer psychographics as consumers digital trail can be collected and analyzed. Artificial intelligence can predict what customer will do next based on their previous
actions i.e. it can look at behavior on much more granular level. Artificial Intelligence can provide Personalization across the customer journey and Predictive modeling to achieve better outcomes at every customer interaction.

Artificial intelligence will influence customer behavior with following ways:
1. Customers will spend more
2. Customers will become more loyal
3. Customers will grow used to more convenience
4. Customers will start to put voice technology first
5. Customers will trust brands more
   This results in greater customer satisfaction and also greater sales for any business organization.