Literature Review

Kun Chang Lee, Soonjae Kwon (2008), this paper throws casual maps based recommendation mechanism (CMRM), new online method analyzes qualitative with quantitative matrix to search for customer behavior. It is easily mounted on web allowing customers to experience approval process and to improve personalization effect on target intentions. Statistical results from this survey proved that CMRM could add to customer’s attitude in purchase intention and decision satisfaction. CMRM requires to be tested with other methods of services and products.

Katarina Hiloska, Peter Koncz, (2012), this article deals with interconnection of AI and finance interdisciplinary issues. It describes agent based computation, expert systems and data mining techniques in financial tasks and specifies methods of tasks solved by these techniques. Paper provides deeper insight into potential usage with data mining, fuzzy systems, genetic algorithms and ANN techniques of intelligent systems. Focus is on analysis of dependency between technical and fundamental analysis of securities using AI. Current agent based computational economics concentrate on financial market modeling where ANN is put into effect to study non-linear relations.

Gultekin Çagil, Mehmet Bilgehan Erdem (2012), this study investigates intelligent model of online consumer behavior (ISMOCB) which incorporates Artificial Neural Networks and Naïve Bayes Classifier. Survey for online shopping in Turkey considers demographic characteristics such as educational status, number of family members, monthly income, age, gender and marital status. As a result it is shown that decision process can be handled by system and possible to build “Artificial Database” of purchase transactions and demographic attributes.

Rosemarie Velik, (2012), this article gives review about heterogeneous, dynamic and young research field, a potential way brain-like AI for intelligence. Details of AI in today’s life and appropriate sub-disciplines highlighted that it perceives surroundings and takes necessary measures to maximize chances of achievement. Applied AI, artificial general intelligence, embodied AI, bio-inspired AI are compared with brain-like AI. Bootstrapping occurs during
process of increasing synergies between brain-sciences and AI which can be the further discoveries.

Satnam K. Ubeja (2013), objective of this article is to examine effects of promotion schemes and customer fulfillment in shopping centers of Jabalpur city. Samples of 200 malls are identified by 5 factors of sales promotion mix and structure questionnaire. This study helps managers of shopping malls in crafting their marketing strategies. This provides significant ways to understand and identify variety customer segments and focused marketing strategy. In future this can be tried in other shopping malls and cities to get customer satisfaction in their shopping.

Shannon Cummins, James W. Peltier, (2013), purpose of this paper is to survey on social factors and consumer behavior related to e-commerce and online context. To conduct these samples of 942 articles published from 1993 to 2012 studied. Categories like consumer internet search, strategic use, online communities and networks, cross cultural, online usage, user generated content and cognitive issues of online customer behavior are discussed.

Laura Maria Badea (2014), this paper investigates how to analyze customer responses, based on information gained from long-established surveys and using Artificial Neural Networks. Results highlights that neural networks provides better results to identify. Care has to be taken during training ANN model as it is time consuming. ANN algorithms may provide better results compared with other if network weights are adjusted properly.

Nidhi Bagaria, Swarup Santra (2014), in this paper impact of decisions in various sectors like food inflation, employment, traditional, farmers and food retails sectors are analyzed. It is argued that Indian retailers market may outweigh cost by allowing large retailers. In Indian farm sector structural change is unavoidable, therefore government should play leading role with institutional mechanisms for helping producer companies and farmers.

C. Lien, et. al., (2015), this survey walk through with direct, indirect and mediating effect of consumers intention of booking, gender differences, apparent price, product image and trust. Where brand image and perceived price have direct impact on purchase intentions but impact of
trust, gender are insignificant. Also decision-making situations of these survey are discussed on online hotel booking facility in Taiwan, which may not apply to other markets.

Cristina Stoicescu, (2015), this paper highlighted that big data is a just right instrument to study customers intention. Study shows that “how do people take purchase decisions today?” with behavioral economics from year 1700 to 2015 and thrown that after 2015 customer behavior is unpredictable. Relationship between results of customer intention and marketing survey from collected data, studies reflect that after 2017, AI is a competitive need.

George Stalidis, et. al., (2015), paper throws an intelligent information system with knowledge representation, neural networks and advanced data analysis technologies brought together for tourist destination marketing. Trials, exercise showed that with intelligent system one can assist users to solve typical marketing problems rather users are not experts. It shows methods with ANN classifier and deployment of an inference engine in real time situation.

Marko S. (2015), in this paper, the results of AI in refining customer strategy based on liquidity, revenues, retention probability, long term value, market share and profit margin are presented. Using visual prolog programming language, expert solution for determining customer intention is developed which depends on above five values. Difficulty with this expert system is there are higher numbers of different marketing strategies from which subset should be selected. Future research will focus on incorporation into marketing plan of organizational system.

Victoria K. Wells, (2015), this article provides applications of behavioral psychology and review of research. Application of operant and classical conditioning, foraging theories and matching are reviewed in most detailed and up-to-date through this survey. This article also suggest for further research in examining behavioral strategy replication, external strategy for marketing researchers and consumers.

Afolabi Ibukun.T, et. al., (2016), through this review statistical method is compared with data mining for predicting customer behavior. Most findings shows that literature on predicting customer behavior is ongoing and it is identified that Artificial Neural Network is most
commonly used data mining method for predicting customer behavior. This study uses CRM methods, datasets to identify future research opportunities, as there are limitations in current methods of prediction.

Andrey Mikhailitchenko and Sanjay Varshney (2016), purpose of this research is to widen the symbiotic networking idea of SMEs. Survey on data gathered from managers, owners of SME in service industry in Russia and China to address stability, validity and reliability using technique structural equation modeling. Future research may include environmental, managerial, and cultural variables as well as marketing communication field, consumer behavior in other industries and countries.

Dora E. Bock, et. al., (2016), this research highlights a abstract model to focus on emotions, gratitude as explanatory methods of service customization. Findings from this paper suggest implications for marketing and theory managers and also expose fruitful information for future research. Behaviors may not be in customers replies and is a problem while searching impact of behaviors.

Hibatullah Alzahran, (2016), paper highlighted on AI with customer service and survey cleared that AI is shaping the customer interactions to a large extent. It is going to remove the need of physical resources required for chatting. Analysis of AI usage in customer service gives that to enhance effectiveness and build incomes it is necessary to utilize AI in market for gaining traction.

K. Peighambari, et. al., (2016), this survey analyzes twelve years of consumer behavior involves classification and evaluation of topics to search key trends. Most cited articles, topics, titles published from these articles are evaluated. This paper not only gives benefits to evaluate structure and customer behavior but presents future developments in this literature. A new transparent and systematic coding technique is recommended. For further scope it is given that more journals, articles, patents, books can be studied for customer behavior research.
M. Zhang, et. al., (2016), in this paper a classification model is proposed to discover what, when, where to search patterns. Power prediction of model is checked on dataset given by platform. Final result shows importance and illustrates effectiveness into consumers search patterns. Model can be extracted by adding factors like e-retailers and companions. Also differences and similarities in other countries with other factors can be tested.

Nafissa Yussupova, et.al., (2016), this paper proposes a method using data mining, text mining, machine learning AI techniques to research into customer satisfaction based on consumer reviews. Internet resources are used to collect customer reviews and evaluated qualitative and quantitative matrices in research of hotel client satisfaction. To give quality of service, big data applications are considered. Results prove that proposed approach to decision support is quality product for customer satisfaction.

Stephen Fox, (2016), this paper highlighted for traditional exchange between economy and uniqueness of goods selected using AI. It can expand human’s expression as they can reduce drawback of lack of construction skills. The potential of AI can enable implementation in those who don’t have cultural barriers and want original unique goods.

Zhiliang Wang, Lun Xie, Ting Lu (2016), in this paper basic principles and concepts of artificial things like emotion, psychology, its course of progress discussed with present condition in China. Studies on robot humanoid cooperation and interaction focus on image and voice for communication. With concentrated survey artificial emotion and psychology may be developed to reach maturity.

Crystal Gurin (2017), survey from this paper highlighted that eight in ten retail marketers worldwide believed that “AI would revolutionize the marketer’s role”, and had potential to make market more strategic, efficient and effective. Artificial Intelligence enables staff to focus on “Value generating tasks”. AI was used in sales forecasting, up-selling and cross-selling, lead scoring and email marketing found in research from Salesforce and IDC and highlighted that many future advances are still to come in personalization.
Hiroyuki Nitto, et. al., (2017), paper is based on online survey of social acceptance and impact of AI and robots from U.S., Germany and Japan. Current status and differences in attitudes towards robots with case studies like hotel room service robots, telemedicine robots and shopping assistant robots are studied. Survey also disclosed negative attitudes of robots towards appearance and task performed.

Martin Zsarnoczky, (2017), paper highlighted that AI has brought new ideas into everyday lives like internet of people or internet of things and sharing economy where tourism industry is no exception. Predictions using distributed agent systems (DAS) and multi-agent systems (MAS) the development is foreseen to continue. The ICT revolution has brought changes and AI-operated chatbots enables personalized offers. In future of tourism mechanism there can be further expansion of AI.

Meenakshi Nadimpalli, (2017), perceptions of customer’s behavior regarding AI discussed with this paper and its impact in employment, crime investigation, retail and healthcare studied. Many influences of AI are seen across above vast domains. It is highlighted that, it is important to identify benefits and disadvantages of AI, so that appropriate place can be searched, and consumers life can become easier.

Stanislav Ivanov, Craig Webster, (2017), this work intends to contribute in the field of marketing communication and consumer behavior by addressing various challenges raised from robots. It is highlighted that companies should target not only customers but also robots that make actual purchase. In further research r-marketing domain can be structured for marketing theory of robot consumers.

Wang Peng, (2017), in this survey online customer intention learning behavior classified from mode dimension, functional and structural dimension using artificial intelligence. Collection and analysis method is constructed from top to down and left to right with big data. To determine method, collection and source of data collection, data model is constructed from multilevel and multidimensional model. K-means algorithm, page rank algorithm are used with the correlation
analysis of learning effects. This decision making learning behavior improves change of education researchers and managers platform.

Avinaash. M., R. Jayan, (2018), this paper attempts to address artificial intelligence in marketing and aims to establish future scope of AI in other marketing activities. Artificial Intelligence allows the marketers to know what is to benefit and what not and then leads to competent and smart marketing. Applications of AI in marketing which highlights sales optimization, enhanced power in content creation, and as a result there is powerful impact on enhancing marketing. It helps to gain advantage and strengthen customer relationships to enhance marketing strategies.

Giuseppe Contissa, (2018), highlighted on recent AI breakthroughs for business and companies to play higher responsibility and grab recent opportunities received. Survey given on present big data era with risks associated for consumers and the future in AI for empowering consumers. Work is motivated by analytic and normative method to bring AI towards individual customer and their organizations. Customer-empowering AI envisioned acting as a follow-wheel of change, enabling initiatives to regulatory process.

James Seligman, (2018), paper details about Artificial Intelligence in personalized marketing ranging from consumers browsing, shopping experience, and improving consumer loyalty to developing long-term relationships. In order to produce efficient decision-making in marketing required to use analytical methods like AI or ML. High computational complexity is main criticism of these methods given in detail.

Jan Kietzmann, et.al., (2018), with this authors box focuses mainly on bright side of artificial intelligence and increased awareness about dark side of data mining. There is use of artificial intelligence in managing social-media data by helping advertisers and consumers in generating insights in an environment. Emerging technologies make it conceivable that AI will be woven that it becomes indistinguishable.

Norbert Wirth, (2018), paper highlighted AI based solutions are there in mobility, digital marketing trigger discussions, industrial production processes, logistics, medicines. Author has
given the details about strong AI, narrow AI and hybrid AI in marketing strategy. Training AI learns association between consumer profile and brand preference. Also author concluded, “Whether it is possible develop AI based solutions for challenges in marketing schemes?”

Peter J. Bentely (2018), given myths of AI i.e. self motivating AI will make itself self motivating. If resources like computers, memory, neurons are enough then AI will be more intelligent than humans. And AIs will exploit computing power and grow exponentially cleverer as the speed of computers doubles after every 18 months. Myths tell that, we must give more challenges to our AI and go with comprehensive testing.

Quentin Andre, et.al, (2018), this paper discussed how new technologies enhance consumers perception in turn enhance flexibility towards consumer well-being. Also drawing on diverse perspective psychology, neuroscience, philosophy, economics and marketing how consumers making choice differs. For future research consumer welfare, well-being and domain of choice these are open questions.