

FIRST EDITION

CONSUMER BEHAVIOUR IN THE AGE OF ARTIFICIAL INTELLIGENCE

Dr.S.VENNILA FATHIMA RANI

Assistant Professor

Department of Commerce,

Vels Institute of Science, Technology & Advanced Studies (VISTAS)

Chennai

Published by



SHINEMAX

INTERNATIONAL PUBLICATIONS

Inspiring Knowledge, Empowering Minds

www.shinemaxpublications.com

Copyrights ©: Authors and shinemax international publications

The author and publisher of this book have used their best efforts in preparing this book. These efforts include the development, research, and testing of the theories and programs to determine their effectiveness. The author and publisher make no warranty of any kind, expressed or implied, with regard to these programs or the documentation contained in this book. The author and publisher shall not be liable in any event for incidental or consequential damages in connection with, or arising out of, the furnishing, performance, or use of these programs.

First Edition

Published year: 2026

Published by



SHINEMAX INTERNATIONAL PUBLICATIONS

Tamilnadu, India

Mail : shinemaxpublications@gmail.com

Web : www.shinemaxpublications.com

***All rights reserved.** No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means without the prior written permission of the publisher*

ISBN:978-81-69041-09-6



978-81-69041-09-6

Printed and Bound by

Priyam Printing Solutions,

Tamilnadu, India

Email : priyamprinting@gmail.com

ABOUT THE AUTHOR



Dr.S.VENNILA FATHIMA RANI has 18 years of teaching and Research experience. Now she is working as Professor in Department of Commerce at Vels Institute of science, technology and advanced studies (VISTAS), Chennai. She has produced 7 Ph.D. scholars and guiding 8 Ph.D. scholars. She has published book in Auditing, HRM, Company law. She has received Best researcher award, Best professor, Best faculty, Best academician etc. She has also published 65 academic research articles in Peer reviewed journals.

PREFACE

The emergence of Artificial Intelligence (AI) has revolutionized the way businesses understand, engage, and serve consumers. From personalized recommendations and predictive analytics to intelligent chatbots and virtual assistants, AI technologies are transforming consumer experiences across industries. As digital ecosystems continue to evolve, understanding consumer behavior in the age of AI has become essential for businesses, marketers, researchers, and policymakers alike. The book "**Consumer Behaviour in the Age of Artificial Intelligence**" has been developed to provide a comprehensive understanding of how AI-driven technologies influence consumer decision-making processes, purchasing patterns, preferences, attitudes, and post-purchase behaviors. The integration of AI into marketing strategies has created unprecedented opportunities for organizations to deliver personalized experiences while simultaneously raising important questions regarding privacy, ethics, trust, and consumer autonomy.

This book explores the fundamental concepts of consumer behavior and examines how artificial intelligence is reshaping traditional consumer journeys. It discusses key areas such as AI-powered personalization, recommendation systems, digital consumer engagement, social media influence, online shopping behavior, customer relationship management, predictive consumer analytics, voice commerce, and the growing role of machine learning in marketing decision-making. Special attention has been given to emerging trends that characterize the modern digital marketplace. Topics such as consumer trust in AI systems, ethical implications of algorithmic decision-making, data privacy concerns, behavioral targeting, sentiment analysis, and the impact of intelligent technologies on customer satisfaction and loyalty are examined in detail. These discussions help readers appreciate both the opportunities and challenges associated with AI-enabled consumer interactions.

The objective of this book is to bridge theoretical perspectives with practical applications by presenting contemporary examples, industry practices, and real-world case studies. It aims to equip students, researchers, academicians, marketing professionals, entrepreneurs, and business leaders with the knowledge required to understand and respond to the changing dynamics of consumer behavior in an increasingly AI-driven world.

As technology continues to redefine markets and consumer expectations, organizations must adopt innovative approaches to remain competitive while maintaining ethical and responsible business practices. This book encourages readers to critically analyze the influence of AI on consumer behavior and explore strategies for creating meaningful, trustworthy, and customer-centric experiences. We extend our sincere gratitude to all researchers, academicians, industry experts, and practitioners whose valuable contributions have enriched the knowledge presented in this book. Their insights have played a significant role in advancing our understanding of consumer behavior in the digital age.

We hope that this book serves as a valuable academic and professional resource, fostering greater awareness, research, and innovation in the rapidly evolving field of consumer behavior and artificial intelligence.

Dr.S.VENNILA FATHIMA RANI