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A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE

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ABSTRACT: The process of making a computer-controlled robot or software think intelligently in a way that is similar to that of intelligent humans is known as artificial intelligence. The impact of artificial intelligence on e-commerce is the main topic of the study. These days, e-commerce uses a variety of technologies to find trends in the purchasing and selling of goods and services online, as well as the data and money transfers required to complete these transactions.The outcome and recommendation that applications of artificial intelligence are capable of producing and forecasting an accurate e-commerce prediction. The impact of artificial intelligence in e-commerce and its applications in several e-commerce domains are highlighted in this study. It comes to the conclusion that artificial intelligence has improved the user experience on e-commerce platforms.

Keywords: online shopping, e-commerce, purchasing and selling products, and artificial intelligence

INTRODUCTION

You're losing market share every day your company delays implementing cutting-edge AI-powered content marketing solutions. Great if this came over as a little theatrical. Its goal is to make your marketing team more aware of and ready to use AI-powered marketing technologies. In the background of well-known services and goods like Netflix, Amazon, Flipkart, and, of course, Google, artificially intelligent algorithms are always at work. However, AI has made inroads into marketing in recent years, assisting companies in improving each stage of the consumer journey. Furthermore, medium- and small-sized enterprises may now buy and use solutions that were previously only available to enterprise-level companies. to gain a deeper comprehension of the most recent marketing machine learning applications. Machine learning has numerous uses in marketing by monitoring and evaluating data to increase client interaction.

- Estimate the lifetime value of a customer.
- Forecast customer attrition.
- Enhancing the consumer experience.
- Lead scoring
- Customization
- product suggestions
- Ad targeting
- dynamic pricing

TYPES OF ARTIFICIAL INTELLIGENCE

1. Weak AI.
2. Strong AI.

In the case of weak artificial intelligence, machines exhibit human-like intellect. Although they are programmed to do so, machines with weak artificial intelligence are capable of thinking, moving, and speaking. The machine can play chess, but unlike humans, it lacks the capacity for thought. The computer is set up to play chess and use cunning moves to outplay other players. The computer is set up to play chess and use cunning moves to outplay other players. When artificial intelligence is strong, machines can

actually perform tasks that people can. Its foundation is the idea that, like the human mind, machines can be programmed. They are capable of perception, belief, decision-making, and thought.

INTELLIGENT MARKETERS USE ARTIFICIAL INTELLIGENCE

1. AI-enhanced PPC advertising
2. Highly personalized website experience and better CRO
3. AI-powered content creation
4. Content-creation chat bots

APPLICATIONS OF ARTIFICIAL INTELLIGENCE (AI)

AI adoption has been observed at many areas. Some examples are following,

1) **Gaming:** Artificial intelligence has made it possible for machines to play games against humans. Numerous strategic games, including chess, poker, tic tac toe, and others, use artificial intelligence. Because of their heuristic understanding, machines are able to think of numerous positions. IBM created Deep Blue, the first computer that could play chess.

2) **Banking:** Anti-money laundering (AML) is another area where AI is being used. To expand their illicit wealth, money launderers conceal their activities. This illicit activity is so thoroughly documented that it creates the appearance of legitimately earned money. The global banking sector is moving away from conventional AML detection and toward AI-based technologies.

3) **Expert Systems:** Expert systems are designed to use artificial intelligence to solve complicated problems in a certain field. Expert systems are meant to provide guidance, forecast outcomes, offer substitute solutions, and support human decision-making.

4) **Healthcare:** Treatment of diabetic retinopathy, medical diagnosis, risk prediction, and automated drug discovery are among the healthcare applications of AI.

5) **Vision Systems:** Computer visual input can be understood, interpreted, and comprehended by vision systems.

6) **Music and Movie Recommendation Services:** AI-powered services like Spotify, Pandora, and Netflix make movie and music recommendations based on customer preferences and interests. An AI learning algorithm is then fed this data to make recommendations.

7) **Handwriting Recognition:** Text typed on paper or on a screen provides the data to the handwriting recognition program. After identifying handwriting patterns, such as letter shapes, this software transforms the manuscript into editable text.

8) **Intelligent Robots:** Robots equipped with sensors that can sense sound, bumps, pressure, heat, light, and temperature are able to recognize physical information and carry out human commands. Their large memory and effective CPUs allow them to act intelligently and make wise decisions.

REVIEW OF LITERATURE

(2015) A method for estimating software costs based on artificial neural networks has been presented. It increases the accuracy of software cost estimation by utilizing ANFIS. The PROMISE Software Engineering Repository's DESHARNAIS data set was utilized. The performance of the suggested model has been examined in terms of RMSE, MAE, and correlation coefficient. With an RMSE value of 780.97 compared to 3007.05 for the regression model, the ANFIS model fared better than the regression model.

(2016) Robotics with artificial intelligence. A new plagiarism technique based on the K-NN method has been proposed. This technique matches words with their neighbors and clusters the string. The amount of strings that match in the compared files is counted using a counter. The file is first compared to the current collection of files. The matching set of words is chosen as a copy and displayed as output. This method determines how frequently each matched copied word appears in the file. The percentage of matching copied words is also computed.

OBJECTIVES OF THE STUDY

1. To understand the present status of e-commerce
2. To study the impact of artificial intelligence in e-commerce

SCOPE OF THE STUDY

The scope of the study is to find out impact of artificial intelligence in e-commerce. A sincere attempt has been made to include all the aspect relating to the study. For this purpose analysis of artificial intelligence in e-commerce how to impact now a days.

RESEARCH METHODOLOGY

The aim of the study is to analyses the artificial intelligence in e-commerce .The data is used both primary and secondary data. The research instrument used in this study is questionnaire. It designed pertaining to the impact of the study. Data is used simple percentage method.

The sampling unit for the study is selected by using convenience sampling procedure. The research design used for the study is the convenient research. Sample size for the study 25 respondents.

Primary Data Primary data are those which are collected a fresh and for the first time and thus happen to be original in character questions and interviews method were accede to collect primary data by visiting the factory premises and various departments in it. It was collected from the employees working in the factory by using both the questionnaire method and interview method. I would gather information from the employees who was not willing or who did not have time for or who was shy about it.

Secondary Data It is collected from the internal record of company such as library records trade journals various training programs previously conducted and its responds etc... It is also conducted from the officials of the pursued department in the factory. Secondary data provides a better view of problem study many magazines tools and other references were also mean important in this study.

FINDINGS AND CONCLUSION

Artificial intelligence is transforming the ecommerce industry, providing businesses with new

Opportunities to improve customer experiences, optimize supply chain management, and prevent fraud. However, AI also poses several challenges that businesses must address, including data privacy, job displacement, bias and discrimination, and customer trust. By being transparent about the use of AI and addressing these challenges proactively, businesses can build trust with their customers and maximize the benefits of this powerful technology. As ecommerce continues to evolve, it is essential for businesses to keep pace with the latest developments in AI and adopt strategies that leverage its capabilities. By doing so, they can stay ahead of the curve and position themselves for success in an increasingly competitive landscape.

India is the fastest-growing ecommerce market. AI ought to have a massive effect on the way e-commerce groups' enchantment to and preserve customers. AI revolution in e-trade will create loads of new information science, tool studying and engineering.AI based definitely exchange may even generate IT jobs to enlarge and keep the systems and software program software so as to be running those AI algorithms. But the confluence of AI and e-trade may additionally moreover impact humans lacking in-name for capacity set face unemployment in coming years

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