

IMPACT OF ARTIFICIAL INTELLIGENCE ON CUSTOMER EXPERIENCE IN E-COMMERCE

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ABSTRACT

E-commerce has grown swiftly and Artificial Intelligence (AI) technologies becoming more and more vital in order to enhance the client expertise and company performance. The integration of AI technology with online shopping has revolutionized various aspects of the e-commerce industry, including chatbots, recommendation systems, predictive analytics, and virtual assistants, with their role in delivering personalized, efficient, and interactive customer experiences. This study aims at finding how AI affects the customer experience in e-commerce platform, with special emphasis on customer satisfaction, engagement and purchasing behaviour. The research was actually descriptive and analytical and utilized main data collection method through structured questionnaires with consumers online as the respondents. Data collected was analysed using statistical methods such as percentage analysis and correlation to interpret the data and establish relationships between the AI features and customer experience. The results suggest that AI technologies can greatly improve the shopping experience, more precisely: it helps to understand the customers better, accelerates customer support, makes it easier to shop and aid in decision making. Analysis also shows positive correlation between the use of Artificial Intelligence can lead to an increase in customer satisfaction. But a few did have concerns about privacy, inaccurate suggestions and decreased human interaction. Overall, the study signifies the essential part that Artificial Intelligence (AI) plays in changing the character of customer experience in eCommerce, by supplying highly customised and data-driven customer service services, enhancing operational efficiency, and boosting customer connections.

KEYWORDS: - Artificial Intelligence, Chatbots, Customer Experience, E-commerce, Personalization.

INTRODUCTION

Artificial Intelligence is generally described as the ability of machines to replicate human intelligence, which encompasses learning, reasoning, and making decisions. Soni V. D. (2020) states that artificial intelligence facilitates automation and enhances efficiency through the analysis of vast amounts of data to produce insights. In a similar vein, Areiqat et al. (2021) depict AI as a revolutionary technology that improves organizational effectiveness and innovation by facilitating smart decision-making processes. Additionally, Daqar and Smoudy (2020) highlight that AI enhances service provision and boosts operational effectiveness in various sectors. E-commerce involves the buying and selling of products and services via online platforms on the internet. Nimbalkar and Berad (2021) state that e-commerce has quickly grown because of developments in digital technologies and a rise in internet accessibility. Moreover, Omenazu S. (2021) points out that contemporary e-commerce platforms depend significantly on technology to deliver effective services and uphold their competitiveness in the worldwide market.

Customer Experience (CX) refers to how customers feel and the satisfaction they get from their interactions with a company during the entire buying process. This includes different moments like product search, purchase, delivery, and after-sales service. Lemon and Verhoef (2016) note that customer experience includes various aspects, such as cognitive, emotional, and behavioural responses. Meyer and Schwager (2007) also explain that customer experience is the internal and personal reaction customers

have from any direct or indirect contact with a company.

In recent years, the significance of Artificial Intelligence in Customer Experience has been in the spotlight. AI technologies enable companies to offer a quicker, better and individual services. Huang and Rust (2018) state that AI can enhance service quality by eliminating repetitive work. This enables companies to concentrate more on strategies that have the customer in mind. By leveraging predictive analytics and smart automation, AI can enhance customer interactions, results in higher engagement and satisfaction, as mentioned by Davenport et al. (2020). For e-commerce, where consumers and merchants never meet face-to-face, it's critical to the customer experience. Digital interfaces are the only ones that consumers rely on, which is why website usability, personalization, and responsiveness are crucial. Rose et al., (2012) state that a good online experience has a tremendous impact on trust and purchase intention. Likewise, Klaus (2013) notes that a seamless and uninterrupted online experience is imperative for keeping customers and building loyalty on an e-commerce site. The application of intelligence in e-commerce has definitely enhanced the functioning of e-commerce businesses and interactions with customers. These technologies, such as chatbots, recommendation systems and predictive analytics, improve businesses and use A.I. to streamline processes and provide services. Artificial intelligence boosts decision-making and offers insights into consumer behaviour, all of which helps to improve the performance of business, according to researchers Bawack et al. (2022). Likewise, Sinha et al. (2024) stress that artificial intelligence tools boost efficiency and

enhance customer engagement in online shopping environments. Personalization, quicker service response, cost reduction and improved customer preference prediction are the primary advantages of intelligence in e-commerce. Customer experience is very important for the success of e-commerce platforms and artificial intelligence plays a role, in enhancing it. According to Balasubramanian G. (2024) AI personalization is the key to a huge boost in customer satisfaction. Enhances customer satisfaction and engagement. Artificial intelligence helps to make customers feel special. Likewise, Megdadi et al. (2025) discovered that artificial intelligence chatbots can help with responsiveness and usability which in turn can impact service quality positively. Moreover, Nguyen & Vo (2025) state that AI marketing strategies have a positive impact on customer satisfaction and loyalty within e-commerce platforms. In eCommerce, the role of intelligence is significant in the customer experience. It can help businesses know what their customers are going to do, and make their experience. Srinivas Kumar et al. (2026) say that artificial intelligence helps. Improve CX by leveraging sophisticated analytics models. But there are issues such as data privacy and trust that are still a concern. Reddy V. M. In intelligence systems, (2023) states that security of the data is critical to maintaining trust with its customers.

NEED OF THE STUDY

With the growth of e-commerce, online shopping has completely changed the way consumers buy products and services online. As the online retail landscape grows increasingly competitive, businesses are turning to Artificial Intelligence (AI) tools and solutions like chatbots, recommendation engines, predictive

analytics, and virtual assistants to enhance their customer experiences and streamline operations. The growing significance of these AI-powered tools in shaping customer satisfaction, engagement, and purchasing decisions has made them vital to the research and business worlds. This research is crucial for analysing the impact of AI applications on improving convenience, personalization, and customer support within e-commerce platforms. It also assists in pinpointing customer attitudes and opinions about the pros and cons of AI, such as privacy issues, inaccurate suggestions, and the lack of human interaction. The study results can help e-commerce businesses in creating a new AI strategy that utilizes automation and human interaction to build customer trust, satisfaction, and shopping experience in the digital world.

STATEMENT OF THE PROBLEM:

Companies are adopting AI in e commerce with tools like chatbots, recommendation systems, and automated services to improve customer experience, with the use of artificial intelligence in eCommerce having picked up significantly. However, while popular, no clear understanding exists of the effect they have on customer satisfaction, customer engagement and shopping experience.

Although numerous studies today examine the positive attributes of these technologies' interaction with customers' experiences, they have not fully captured customers' actual experiences and perceptions. Not to mention, AI's adoption is restricted in the ecommerce industry because of issues such as lack of trust in the technology, irrelevant product ideas, and reduced human interaction.

It is crucial to understand the effectiveness of AI tools and the challenges faced by customers when evaluating the impact of AI on overall customer experience in e-commerce.

OBJECTIVES:

- To understand how Artificial Intelligence tools are being adopted and used by e-commerce companies.
- To evaluate how effective these AI tools are in improving customer experience, satisfaction, and engagement in e-commerce.
- To examine the key challenges faced by e-commerce companies in using AI tools.

PILOT STUDY:

A pilot study was carried out in order to test the reliability of the questionnaire to measure the effect of Artificial. Insight into customer experience in Ecommerce. Twenty-seven responses were used in the pilot study. The questionnaire included 15 questions related to AI-based recommendations, personalisation, ease of use, and other areas. customer satisfaction. Reliability analysis by Cronbach's Alpha was obtained with the value of 0.78, which is considered as acceptable reliability. internal consistency. Hence, the instrument was considered reliable and used for the main study.

SI No	Construct	Number of Items	Cronbach's Alpha	Reliability Level
1	AI Impact on Customer Experience in E-commerce	15	0.78	Acceptable

RESEARCH METHODOLOGY:

This research is descriptive research because it allows knowledge about the perceptions, attitudes, and experiences of customers in relation to features related to Artificial Intelligence (AI) in e-commerce, such as recommendations and chatbots. A quantitative research method is used for the data is collected in the form of numbers with a structured questionnaire, enabling the customer response data to be statistically analysed. Data from the study was primary data, obtained by a questionnaire which is distributed online (Google Forms) with items measured on a 5 point Likert scale from very strongly disagree to

very strongly agree. This is a convenience sampling method, as respondents are those who had experience with AI-powered e-commerce platforms due to ease of access and time constraints. The respondents in this study are 87.

DATA ANALYSIS TOOLS AND TECHNIQUES:

The collected data was analysed using statistical tools such as Microsoft Excel. The following techniques were applied:

- **Percentage Analysis** – to understand demographic distribution
- **Mean Score Analysis** – to measure the level of agreement

- **Reliability Analysis (Cronbach's Alpha) and standard deviation** – to test consistency

SCOPE OF THE STUDY:

The research explores the use and implementation of Artificial Intelligence (AI) tools in e-commerce, detailing the incorporation of technologies including chatbots, recommendation systems, and personalized marketing into business processes. It assesses the impact of these AI solutions on improving customer experience, including aspects like customer satisfaction, engagement, and interaction with e-commerce platforms. The research also explores the challenges e-commerce companies face in integrating AI, like technical, operational, and user challenges. The study examines the pros and cons of using AI, and will offer a detailed view of how AI is influencing today's e-commerce landscape. The outcomes will enable organizations to make informed decisions on how to leverage AI to improve the customer experience and achieve success.

LIMITATIONS:

- The research focused solely on certain AI technologies, such as chatbots and recommendation systems, rather than others that could affect customer experience, such as some advanced AI tools or those in the early stages of development.
- Data collection took place in a limited area and may not be representative of the more diverse e-commerce population.
- The study divided selected e-commerce platforms into three of the most popular platforms — Amazon, Meesho, and Flipkart — excluding all the other e-commerce platforms available which might reduce the comprehensiveness of the results.
- Time constraints, small and specific sample, self-reported data may lead to some bias and perception errors, lack of awareness of Artificial Intelligence among samples, which may impact accuracy and generalizability.

LITERATURE REVIEW:

1. AI-enabled Chatbots have the potential to significantly improve the customer journey of e-commerce applications, potentially leading to greater responsiveness, usability, and customization, as discussed by Megdadi et al. (2025, p.106). Customers can interact with a chatbot immediately for instant replies, which will increase customer satisfaction and engagement, and take customized ideas and suggestions. Finally, the strategic advocacy of chatbots can significantly improve customer interactions, boost growth and give a boost to a competitor from the digital era.
2. AI Chatbot Marketing Strategies play a crucial role in boosting the customer experience in eCommerce, as Nguyen and Vo (2025) mention. Chatbots can be a great support in providing prompt assistance, customising the interaction with the customer and facilitation in the resolution of issues, hence enriching the shopping experience. A chatbot system can prove to be effective for meeting these goals – such as increasing customer satisfaction and customer

- retention – and improving business performance.
3. Srinivas Kumar et al. (2026) highlight that today AI technologies are driving customer experience in eCommerce, especially through the power of advanced analytics metrics and models. AI can even be used to understand customer behaviour, predict their needs and provide personalised services to the customers. The seamless integration boosts the decision-making process, accentuates services levels and adds to the future success of the business.
 4. As indicated by Bawack, et al., (2022) AI has revolutionized the E Commerce industry because of its automation, customization, and decision-making capabilities, which are rooted in data. These are just a few potential applications of AI in the recommendation system and Chatbots, all of which have the potential to enhance customer engagement and streamline operations. As such, it has become essential for companies to adopt AI technologies to remain competitive and innovative.
 5. Chatbots and natural language processing (NLP) have turned out to be of great significance to enhancing the eCommerce customer experience per Bukhari et al., 2025. These tools can help you comprehend customer inquiries and give them the correct response, while enabling effective communication. This equates to higher levels of satisfaction, trust and customer satisfaction.
 6. AI tools can benefit eCommerce businesses in multiple ways, such as personalization, automation, and predictive analytics, which can greatly enhance customer experience, as mentioned by Nguyen et al., (2026). Helps a business to understand what their customers need and to offer a customised service to them to increase engagement and performance of the business.
 7. As mentioned by Sinha et al., (2024), 7. Using AI can play a vital part in enhancing the shopping experience online, with tailored suggestions, virtual assistant, and customer service. All these innovations will make business easier and accelerate decision making, which will further improve customer satisfaction and promote businesses growth.
 8. According to the study by Areiqat et al. 2021, integration of AI into e-commerce has an all-encompassing influence on the efficiency, decision-making, and customer interaction. AI can handle tasks, process huge amounts of data and provide customized experiences, resulting in business benefits. Actually, AI can automate tasks, handle massive amounts of data and generate personalized experiences which provide a competitive advantage for businesses.
 9. According to, AI has a lot of advantages in E commerce management, such as automation, service improvement, decision making, and challenges include data privacy/costs of implementation. With effective use, AI

- can streamline processes and improve customer satisfaction, more and more effective.
10. Data privacy and security issues are crucial in e-commerce systems as discussed by Reddy (2023). With the increasing adoption of AI because of digitalization, companies should implement strong data base solutions that protect customer information, build customer trust and complies with regulatory standards.
 11. According to Ajiga et al. (2023), artificial intelligence plays a crucial role in improving customer experience when it comes to digital marketing, as it allows for content personalization, targeted advertising, and automated interactions. All these features not only foster improved engagements, but they also improve customer satisfaction and buyer decision making.
 12. AI's primary impact on e-commerce and digital marketing is believed to be through automation, data analysis, and personalization, according to Saleh and Zeebaree (2025). These innovations help companies improve their customer experience, marketer efficiency and performance results.
 13. According to Balasubramanian (2024), customer engagement and satisfaction in the E-Commerce industry can be improved through the use of AI-driven personalization. Customer behaviour analysis and preference can direct companies to provide tailored customer experiences that should enhance loyalty and drive sales activities.
 14. Soni (2020) describes the new roles that artificial intelligence plays in e-commerce such as automation, recommendation systems and customer service enhancement. Artificial Intelligence is a great resource for businesses to increase their efficiency, save money, and enhance user experience.
 15. Daqar and Smoudy from the year 2020 say that artificial intelligence is really good at making customers happy. It does this by giving them services that're just for them answering them quickly and making sure they have a good time talking to the business. Artificial intelligence helps businesses understand what customers want and then gives it to them.
 16. Nimbalkar and Berad from the year 2021 think that artificial intelligence is very important for shopping. It helps businesses work smarter. Makes customers happier. Artificial intelligence can do things automatically give customers what they want and help businesses make decisions. This is good for businesses because it helps them grow.
 17. Chie and the other people from the year 2023 found out that customers are happy when artificial intelligence is used for shopping. Artificial intelligence tools make things easy for customers give them what they want and make sure they get service. This makes customers very happy, with the business. Artificial intelligence is used to make customers happy. It works very well.

18. Raji and his team said in 2024 that when we use intelligence to make things personal for each person it really affects how people buy things online. Businesses can look at what people like. What is popular and then they can make special experiences for each person. This makes people like the business more they are happier and they are more likely to buy things.
19. Febriani and his team found out in 2022 that artificial intelligence and online marketing have an effect on whether people want to buy something or not. They said this is because artificial

intelligence helps make things personal and makes it easier for businesses to talk to people. When businesses do this people think they are better. It makes them want to buy things.

20. Adam and his team said in 2020 that using intelligence to make chatbots for customer service is a good idea. These chatbots can talk to people away and always help them, which makes people happy, with the service. The chatbots also make it easier for people to do what they need to do. They help businesses provide better service.

DATA ANALYSIS:

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS:

Variable	Category	Respondents	%
Gender	Male	50	57.5
	Female	37	42.5
Age	Below 20 years	3	3.5
	20-30 years	65	74.7
	30–40 years	10	11.5
	Above 40 years	9	10.3
Education	Student	24	27.6
	Employed	49	56.3
	Business	4	4.6
	Others	10	11.6

Source: Primary Data

ANALYSIS:

The age profile of respondents suggests that the respondents were fairly diverse with a preponderance of young people. The population of the respondents is evenly distributed among males (57.5%) and females (42.5%) which gives a male/female distribution of 60:40. The age group of the respondents is fairly young as a large proportion (74.7%) aged between 20 and 30 years, with most of this group being more active in the use of digital technologies. Other age groups responded less in comparison, suggesting that there is limited involvement by older people. When it comes to the occupation,

the most frequent occupation is employed persons making up 56.3% of the population. This suggests that the study relies on the working professionals as its members. The student community contributes 27.6% of the respondents which is significant. Percentages for “business” and other jobs are low and very small, which indicates that the participation in these actions is not very high. The overall profile of the population indicates that the conclusion of the study would apply to the younger, better-educated, and employed.

TABLE 2: CUSTOMER PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE FEATURES IN E-COMMERCE

	1 Strongly disagree		2- Disagree		3- Neutral		4- Agree		5- Strongly agree		
Particulars	Strongly Disagree Count	%	Disagree Count	%	Neutral Count	%	Agree Count	%	Strongly Agree Count	%	SD
AI-based recommendations match my preferences	3	3.4	9	10.3	40	46	31	35.6	4	4.6	0.84
AI tools make online shopping easier and faster	5	5.7	5	5.7	27	31	38	43.7	12	13.8	0.99
AI improves my overall shopping experience	4	4.6	7	8	29	33.3	28	32.2	19	21.8	1.06
Personalized suggestions influence my purchase decisions	5	5.7	8	9.2	30	34.5	38	43.7	6	6.9	0.95
AI improves the speed of	3	3.4	9	10.3	24	27.6	35	40.2	16	18.4	1.01

resolving my queries or issues											
AI helps me make better purchase decisions	4	4.6	4	4.6	32	36.8	38	43.7	9	10.3	0.91
AI sometimes provides irrelevant or inaccurate suggestions	3	3.4	7	8	29	33.3	44	50.6	4	4.6	0.84
I prefer human interaction over AI in customer service	4	4.6	10	11.5	18	20.7	38	43.7	17	19.5	1.06
AI tools sometimes provide inaccurate or irrelevant recommendations	3	3.4	9	10.3	35	40.2	37	42.5	3	3.4	0.84
AI features can sometimes be confusing	4	4.6	9	10.3	32	36.8	40	46	2	2.3	0.86

Source: Primary Data

ANALYSIS:

The study analyses that most people think positively about using AI in online shopping, but it's not all good. More than half of the respondents indicate that AI improves shopping, and more than half of them believe AI improves their shopping choices. More than half also cite the influence that customised recommendations have on their final purchases, and numerous respondents admit to AI helping to speed up responses to their queries. But many parts of the

population are conflicted on many of these questions – experiences allegedly differ. Some questions have been raised loud and clear, as well. About half the people say AI sometimes throws out totally irrelevant or wrong suggestions. You also have a lot of individuals having difficulty comprehending the features of AI. But, as a matter of fact, there is still a room for human involvement, as 63% of the people would rather communicate with a real human when it comes to customer service.

TABLE 3: CUSTOMER INTERACTION WITH AI FEATURES IN E-COMMERCE

1- Never		2- Rarely		3- Sometimes		4- Often		5- Always			
Particulars	Never	%	Rarely	%	Someti mes	%	Often	%	Alwa ys	%	SD
I frequently interact with AI features while shopping online.	7	8	31	35.6	37	42.5	5	5.7	7	8	0.98
AI-based recommendations often feel repetitive and limit my exposure to new products	5	5.7	15	17.2	48	55.2	14	16.1	5	5.7	0.89

Source: Primary Data

ANALYSIS:

The level of interaction with the characteristics of intelligence in the process of online shopping is in the medium level can be seen from the analysis. Most participants (42.5%) reported using these tools also “Sometimes” while making online purchases, and 35.6% reported their use during an online purchase was “Rarely.” That means that if these shoppers detect that they need to use these shopping tools one day, they will use them, but not regularly. In terms of recommendation systems, 55.2% of the respondents believed that the recommendations, at times, start repeating themselves and limit their ability to discover new products. Also, 16.1% reported on this problem 'Often'. The

results suggest that both the recommendation systems could be applied to the personalized shopping environment, but would also pose the danger of favouring similar products and reducing the diversity in the content. As a whole, the results indicate that to a certain degree these attributes are now entrenched in the online shopping behaviour of the consumers. However, these technologies are utilized by consumers but there is a problem of repetitive recommendations, there is a low product discovery and this impacts their perception towards online shopping platforms.

DISCUSSION:

The present study explored how Artificial Intelligence (AI) has influenced customer experiences in e-commerce, focusing on customer perceptions of AI-related services like recommendation systems, chatbots, and customer personalisation. The results demonstrate the positive impact AI can have on the online shopping experience, thereby enhancing convenience, personalisation, responsiveness, and decision-making assistance. More than half of those who responded said they find online shopping easier and quicker due to AI tools, and that it assists in purchase decisions with personalized recommendations, were backed by a number of people. The research shows that AI can have a positive impact on customer satisfaction and engagement in e-commerce platforms.

As seen in the demographic breakdown, the larger proportion of respondents is from the age group 20 to 30 while a significant proportion was almost concentrated on employed respondents indicating that the younger generation and the digitally active consumer are more used to shopping with AI. This displays how much consumers of today are relying on smart technologies to make efficient and personalized shopping online.

The research also underscores how AI can boost the efficiency of customer service response times and automate and predict costs for shoppers. As evidenced from the results, recommendation systems and personalised suggestions seem to have a significant effect on customer purchase behaviour, which also corroborates the findings from previous studies linking the possibilities of

AI-based personalisation with increased customer engagement and customer satisfaction.

Nevertheless, the benefits of using AI in e-commerce are accompanied by certain drawbacks. Yet, the benefits of eCommerce AI use come with a few drawbacks. Many respondents voiced concerns about the inaccuracies, irrelevancy, and repetitiveness of recommendations, and about confusing AI features. These issues indicate that AI systems can be very useful in personalizing the interaction, but at times they may not be able to fully grasp the customer preference or to enable optimal discovery of products. Furthermore, most of those surveyed said that human interaction is vital in the customer service arena, with some also arguing that customer service should always provide a human touch to enable them to establish trust and resolve complex issues.

This research also highlights the issues of trust, transparency, and privacy of data in AI-based systems. Customers want companies to behave responsibly and keep their information safe with AI. Businesses, therefore, need an equilibrium between automation and human connection – to ensure a smooth and reliable customer experience.

FUTURE SCOPE:

There's a lot more to explore when it comes to AI and customer experience. Imagine digging into how voice assistants, virtual reality shopping, generative AI, and emotion-based recommendation systems actually shape the way people shop and interact with brands. You could look at how different groups—by age, region, or income—see

these technologies and what that tells us about their impact.

This study only focused on a few e-commerce platforms, but expanding to more platforms and even international markets would paint a much broader picture. It would be interesting to see how AI influences things like customer loyalty, trust, and buying habits over time, not just in the moment.

There's also a whole layer of ethical concerns to address: data privacy, algorithmic bias, transparency—these all matter and deserve a closer look. Finally, using bigger samples and sharper statistical methods in future research could make results more reliable and meaningful. All of this would help us really understand the role of AI in e-commerce and what it means for customers everywhere.

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