

AI and Future of Consumer Behavior Prediction: Insights From Big Data Analytics

Anupriyanka L, Dr. Thiruvankadam T

Sri Sivasubramaniya Nadar College of Engineering, Chennai, India

*Corresponding author's email id: anupriyankal2350676@ssn.edu.in

ABSTRACT

The rapid advancement of artificial intelligence (AI) has significantly transformed the landscape of consumer behavior prediction, especially through the use of big data analytics. This paper explores the growing influence of AI in marketing, focusing on its ability to analyze vast amounts of consumer data to forecast preferences, personalize experiences and enhance targeted advertising strategies and also this research delves into how big data from various sources, including online transactions, social media interactions and customer feedback are integrated into AI driven predictive models. By leveraging machine, neural networks and other AI techniques, companies can gain deep insights into consumer behavior, enabling more accurate predictions and improved marketing decision making. Despite its potential, AI in consumer behavior predictions presents challenges. This research examines the integration of big data from online transactions, social media, and customer feedback and how these data sets are used to create predictive models that shape modern marketing strategies. However, the paper also addresses the challenges of AI in consumer behavior prediction, including marketing. Through case studies of leading companies such as Amazon and Netflix this study highlights the practical applications and success stories of AI in consumer engagement. Ultimately, the paper offers insights into the future of AI in marketing, while proposing areas for further exploration especially in the ethical use of consumer data. Finally, the paper explores the future of AI in marketing, discussing emerging trends and suggesting areas for further research, particularly in the ethical use of consumer data and the potential impact of AI on consumer-decision making.

Keywords: Artificial Intelligence, Marketing strategies, AI and Data Analytics in marketing.

