

# The Impact of Artificial Intelligence on Consumer Behavior

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**Abstract:** *Artificial Intelligence (AI) has revolutionized the way organizations interact with customers, drastically impacting customer conduct. With the mixing of AI into normal business practices, together with personalised advertising and marketing, virtual assistants, and predictive analytics, companies have the potential to influence purchaser selection-making in exceptional ways. This paper explores the effect of AI on consumer conduct by way of inspecting AI applications in numerous sectors, its influence on buying selections, patron revel in, and the ethical concerns that arise as AI keeps to evolve. It also gives the potential destiny traits of AI in shaping consumer conduct.*

**Keywords:** artificial Intelligence (AI), customer conduct, Personalization, device mastering, Predictive Analytics, Chatbots, advertising Automation, consumer selection-Making, ethical AI, privacy worries

