

Applications of Artificial Intelligence in E-Commerce: New predictions

Lakshmi Chandana, Meera Salim, Saparna P

BCA & Saintgits College of Applied Sciences

BCA & Saintgits College of Applied Sciences

BCA & Saintgits College of Applied Sciences

-----***-----

Abstract - E-commerce is a part of artificial intelligence that offers us more customized platform and we can interact with the admin while using it.

In an artificially enabled system, the companies can find or view the customer's interests and can provide them with the suitable products they prefer. This will help the company to rise higher.

Nowadays retail companies or business platforms are implementing artificial intelligence for improving the customer's shopping experience, retail standards etc.

Key words: e-commerce, artificial intelligence, legal regulation, international level, information technology.

INTRODUCTION

E-commerce is no longer traditional platform. Nowadays with the support of the modern technologies in the industry e-commerce is going to a higher level. For satisfying the customers worldwide, the industry (E-commerce) had taken different innovative ideas. While taking the business to a worldwide area, the majority of the e-commerce platforms are taken under digital marketing. This is the reason of seeking E-commerce in a refined form.

REVIEW

Some of the benefits of E-commerce in a growing country are the increase in the development of revenue, larger job opportunities in the IT sector etc. It also helps in the improvement of the consumer base. In E-commerce, by using the technique of

Artificial Intelligence, the companies provide wide variety of similar products according to the user's interests. They try to provide their users with new and interesting products. People selected E-commerce as the best way to buy products and services. In this 2021, in between this pandemic, everyone is choosing or they are all depending on the online e-commerce platforms for their needs. And there increases the demand of the brands of various products and there increases the competitiveness of the company brands. For boosting the competitiveness and to maintain the faith and loyalty of the customers, the company brands invest a very huge amount of capital.

The main three elements of Artificial Intelligence are:

- 1) Data mining
- 2) Natural Language Processing
- 3) Machine Language

In the society, Artificial Intelligence has given promise to all the fields in the E-commerce sector. And it leads to success without any regrets. Artificial intelligence is a highly promised platform for businesses. Today AI in the E-commerce sectors has given a green signal in the society than the traditional sectors because of its unconditional benefits.

1. PERSONALISATION

Before the invasion of Artificial intelligence in the E-commerce industries, personalization was already a part of it. It helps in the betterment of the retail companies to a wide area level. Machine Learning is also a part of it. We have experienced some of these AI implemented E-commerce business services. And

some of the well-known companies in AI are Amazon, eBay etc.

2.DIGITAL MARKETING

The word digital marketing refers to the advertisements delivered through the social media websites, mobile apps etc. We get the advertisements while browsing through the internet. These advertisements are to empower the companies to attract the users to buy their products so as to increase their market value and social value.

There are several types or ways of digital marketing and they are mentioned below:

3.SEO

The full form of SEO is “Search Engine Optimization”. It is the improvisation of the sites with a new variety of products according to our searches. Through this method, they check the user’s interests what they have searched for and their recent searches etc. After analysing all the details, these sites provide the user with the best products based on their interests and they show a variety of similar products to increase the product value. But it may create digital traffics. But the companies are seriously creating this traffic for their benefit. Nowadays everyone is after online websites and shops. So instead of competing with the other brands and companies, they should control or maintain the traffic to their sites by taking a solution. Otherwise, it may lead to the fall of the businesses.

4.PPC

The fullform of PPC is ‘Pay-per-click’. It is also a form of the Digital Marketing. As mentioned in the name itself PPC is a paid advertising process. It exists only if we pay. They add advertisements to the sites which we are frequently using. For example, ads between the YouTube videos, Ads in Spotify etc. And we can also see ads in some websites that we search. This way is also used for increasing the traffic in their apps.

5.Social Media Marketing

In this social media marketing, the first step is the publishing. They publish their advertisements through the social media sites only for their betterment. They share their contents just to increase the traffic toward their site and of course to increase their sale. But social media is not a free space to share their ads. The E-commerce business sectors should have to pay for it.

6.Email Marketing

Based on the studies and reports, it says email is the powerful and important market place for the E-commerce sites. We all know how to use email and if we start an account in any online websites like Zomato or Uber, they ask our email id to link with. They use this technique to send us mails regarding their works, their events, special items, their discounts etc. NYKAA fashion app is also a best example for this. They used to send their ads about their weekend discount sales through email. They also record our interactions.

7.Mobile Marketing

Mobile marketing is also a method under the digital marketing. This type of marketing is to catch the people’s attention as the widely used thing in this century is the smartphones. They send us text messages and emails about their discounts, offers, festivals etc. They take our number from the mobile companies and send us messages. This is also used to increase the traffic to their sites or shops.

8.Marketing Analytics

In this it says that the marketers are tracking or studying our behaviour in detail. They track our recent searches, the time we spent for it, the no of times we used their link, our performance in the emails etc. And one of the benefits of this digital marketing is that it is Measurable.

9.Role of Chatbots in the Digital Marketing

Chatbots as in the name, it is used to make conversations with user. It is a software or a computer program that helps the marketers and the customers to communicate with. So, the chatbots will increase the business turnover and hopefully makes an increase in

the sales too. It provides a personalized experience for the customers and it has the capacity to let them engaged in their sites. They can easily take the feedbacks from the users directly using this software. They send messages to customers and it reaches a wide range. And they try to make the communication more fun as the customer's interest is their success.

10. Some powerful ways to use Artificial Intelligence in Ecommerce

In this topic we introduce about some of the powerful ways which is commonly used in E commerce sector i.e., in retail businesses and in the online shopping. AI is the basic thing in the online businesses and it began to make a place in our daily lives. For example, we can check in to the airport without the involvement of the flight staffs. so the Artificial Intelligence is now a part of our life. In couple of years AI will be all set for the Turbo drive.

11. Create customer-centric search

In this type of search technique, it provides the users with an amazing search experience. AI is providing higher user experiences. We can find matching products while searching for a type of thing that is we can find a perfect size we want, color or even the fabric.

Likewise, we can find a certain thing for example, a dress which our friend has and if we are interested in that dress, we can just take the picture and make a visual search in the web. So, we can easily find it out from the very nearest stores. This is all because of the Artificial Intelligence.

There is a business named Tiggie in which it can identify the human likes and dislikes on certain things. They use the natural language to simplify or to improve the searches.

12. Retarget potential customers

We are familiar with the facial recognitions and its applications. It is all coming under the applications of the Artificial Intelligence.

Nowadays in some stores like in hypermarkets, they place iPod for capturing the facial expressions and find the time we spent on a thing etc to find the

common people's wishes and interests on a specific thing. They take an average of that thing that everyone is interested and restocks it for making the business a success. They give special offers to the customers based on the time they spent in the store. Nowadays we can purchase things via virtual platforms and they provide a huge range of shopping experience there. They also provide some points or rewards for the customers to make them visit the store again.

13. Create a more efficient sales process

Nowadays we are highly influenced by the advertisements and the social media influencers. When we find something good in social media sites, we all will go behind that and that's the purpose of the advertisement though.

AI systems use Alexa and other voice search techniques to answer for the queries and to do the tasks. The CRM Systems are AI inbuilt systems as they can do multitasks for handling with the functions. AI is developing and exploring more in our daily lives.

14. Empower store workers

At present, there is no robots for helping us in the stores for finding things. It is a powerful thing in AI to be used in the future. But in the future, it is a chance. It reduces the hardworking of the human workers. It is a powerful thing in AI to be used in the future.

Robots will do the hard jobs for the customers. It is helpful for the instore experience.

Robots free up the other worker's that is experienced workers to get them engaged in other jobs.

Customers can interact with them about something based on the things.

CONCLUSION

Here in E-commerce, by using the technique of Artificial Intelligence, the companies provide wide variety of similar products according to the user's interests. They try to provide their users with new and interesting products. The development of the technology is good to make changes in the society.

ACKNOWLEDGEMENT

The presented review paper was a combined effort by three of us. It was the effort combined with the timely and sincere guidance of our guide Asst.Prof.Saparna Parameswaran that made us submit the report successfully.

REFERENCES

- [1] Lin Jianhong 2019 Application of artificial intelligence technology in e-commerce [J] China business review 19-20
- [2] Kumar, Tapan, and Pooja Aneja. "Tools and Techniques of Machine Learning paradigm: A Study and Analysis."
- [3] Supposedly paraphrased from: Samuel, Arthur (1959). "Some Studies in Machine Learning Using the

Game of Checkers". IBM Journal of Research and Development.

[4] Varian, Hal. Artificial intelligence, economics, and industrial organization. No. w24839. National Bureau of Economic Research, 2018

[5] Avneet Pannu, "Artificial Intelligence and its Application in Different Areas", International Journal of Engineering and Innovative Technology (IJEIT) Volume 4, Issue 10, April 2015

[6]E-commerce of the future. 5 artificial intelligence capabilities to increase sales. NV.ua. <https://nv.ua/techno/technoblogs/e-commercebudushcheho-5-sposobov-primenenija-iskusstvennohointellekta-dlja-uvlichenija-prodazh-bloh-aleksandramarusjaka-2486337.html> (accessed Dec. 23, 2019).