THE IMPACT OF ARTIFICIAL INTELLIGENCE ON FOOD CONSUMPTION BEHAVIOR IN E-COMMERCE

Bianca Antonela UNGUREANU[1], Andy JITĂREANU[1], Mioara MIHAILĂ[1], Tatiana BALTAG[1], Elena LEONTE[1]

e-mail: bianca.ungureanu@iuls.ro

Abstract

Artificial intelligence (AI) has rapidly emerged as a transformative force across multiple sectors, with digital marketing being a prominent beneficiary. As AI technologies continue to advance, their potential to reshape the digital marketing landscape is becoming increasingly apparent, leading to profound implications for businesses and their digital communication strategies. AI in Consumer Behavior Analysis: AI algorithms can analyze vast amounts of data from various sources to understand consumer behavior patterns. This allows marketers to create more targeted and personalized campaigns, ensuring that the right message reaches the right audience at the right time. AI-powered tools can automate repetitive tasks such as email marketing, social media posting, and even customer service through catboats. This not only saves time but also ensures consistency and efficiency in marketing efforts. By using predictive analytics, AI can forecast future trends and consumer behaviors, allowing businesses to adjust their strategies proactively. This can lead to more effective marketing campaigns and better allocation of resources. AI can generate and optimize content for various platforms, ensuring that it is engaging and relevant to the target audience. Tools like natural language processing and machine learning can help create high-quality content that resonates with consumers.

Key words: Artificial intelligence, AI, Digital marketing, E-commerce, Food industry