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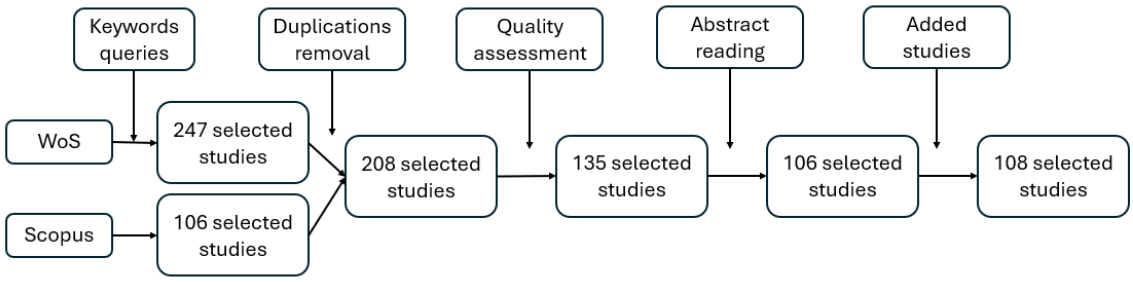
THE INFLUENCE OF CONSUMER EXPERIENCE WITH AI ON CONSUMER BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW

Keywords: artificial intelligence; consumer experience; consumer behavior; systematic literature review

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The available literature implies that new technologies, such as artificial intelligence, influence consumer experience in different industries (Steinhoff et al., Buhalis and Sinarta, 2019), but consumers will also increase their adoption of artificial intelligence (Loureiro et al., 2021). According to the existing literature, AI is dramatically changing customer experience (Hoyer et al., 2021). This unveils the need for further understanding of the influence of consumer experience with AI on consumer behavior. This systematic analysis consists of a compilation of articles and books published between 2019 and September 2024. This systematic literature review covers the objectives, methodologies, theories, constructs, conclusions, gaps, limitations, and future research insights within this research's scope.

Figure 1. Screening process



Source: author's elaboration

The studies analyzed in this literature come from Web of Science and Scopus, 247 and 106, respectively. Firstly, duplicate studies were removed (208). After a quality assessment, which considered the rank of journals in Scimago 2024 (SJR 2024) and quartile analysis, the list of studies was reduced to 135. Subsequently, the content of the title and abstract was analyzed, and 27 studies were considered irrelevant to this research and removed. After reading the 106 studies, nine were excluded for not complying with the quality criteria applied in other studies (Macpherson and Holt, 2007; Pittaway et al., 2004) or for not having relevant content in the scope of this research. An additional 11 studies that were not included in the initial results from Web of Science and Scopes were frequently cited. Considering the relevance of those studies, they were included in this research; thus, a total of 108 studies were left to analyze.

Since 2019, approximately 19.700 articles have been published in journals such as the Journal of Business Research, Journal of Services Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, and Journal of Service Management. The year with the highest number of publications was 2024, with 10.800 articles published.

The published studies that were analyzed in this systematic literature review focus mainly on e-commerce and retail (21,74%), tourism and hospitality (21,74%), banking (13,04%), and customer interaction & chatbots (13,04%). Regarding the methodologies deployed in those studies, 72,73% were quantitative, 18,18% qualitative, and 9,09% mixed. Considering the quantitative methodologies, they were mostly conducted with the support of PLS-SEM and NCA. The Stimulus-Organism-Response (SOR), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), Commitment-Trust Theory and Self-Determination Theory were the most widely used theories.

By conducting this systematic literature review, it was possible to understand that artificial intelligence enhances both personalization and customer satisfaction (Ahmed and Aziz, 2024; Kautish and Khare, 2022; Ho and Chow, 2023; Arici et al., 2024; Pillarisetty & Mishra, 2022). If chatbots are enhanced with AI, besides supporting personalization, they also provide a better customer experience (Jiménez-Barreto et al., 2021; Rizomyliotis et al., 2022; Chen et al., 2021). When referring to AI chatbots, the literature suggests that different customer profiles interact in different manners with those chatbots, so there is a need to ensure personalized approaches (Ozuem et al., 2024; Dwivedi et al., 2023; Chen et al., 2021). The use of chatbots and digital assistants provides better interaction with customers, however, and to do so, it should consider both emotional and social factors (Jiménez-Barreto et al., 2021; Rizomyliotis et al., 2022; Chen et al., 2021). (Liu-Thompkins et al., 2022; Puntoni et al., 2021), also mention artificial empathy as a means to shorten the distance between human interaction and AI, ensuring a more natural experience.

Even considering the benefits implied by literature when using artificial intelligence, several studies state that companies need to adapt their business strategies (Zaki, 2019; Kim, 2023). When referring to the need for adaptation, companies must balance the use of AI with human interventions to ensure a better customer experience (Trawnih et al., 2022; Sheth et al., 2022). A need to ensure transparency, equity, and data protection has been pointed out as key principles for companies to thrive using artificial intelligence (Dolganova, 2021; Liu-Thompkins et al., 2022; Puntoni et al., 2021). According to (Ahmed and Aziz, 2024; Trawnih et al., 2022; Chen and Prentice, 2024) both trust and commitment are important mediators in customer experience with AI, which must be considered. The literature also states that trust in artificial intelligence depends on justice perception (Dolganova, 2021; Puntoni et al., 2021; Sheth et al., 2022), and both perceived interactivity and expectancy confirmation influence the acceptance of AI-based recommendations (Ahmed and Aziz, 2024; Chen and Prentice, 2024).

The literature suggests the benefits of a personalized customer experience (Ozuem et al., 2024; Dwivedi et al., 2023; Chen et al., 2021), but it also points out the lack of understanding of the limits of personalization and its impact on both customer privacy and trust (Ahmed & Aziz, 2024; Chen and Prentice, 2024; Weidig et al., 2024). Thus, this systematic literature review shed light upon the need for future research that explores how different levels of personalization affect customer experience and how to balance

personalization with ethical concerns (Chen and Prentice, 2024; Weidig et al., 2024). According to (Jiménez-Barreto et al., 2021; Rizomyliotis et al., 2022; Ozuem et al., 2024; Chen et al., 2021), there's also a gap when it comes to understanding which elements of chatbots' design enhance satisfaction regarding customer experience. This has been pointed out as future research in terms of personalization (Jiménez-Barreto et al., 2021; Ozuem et al., 2024; Chen et al., 2021). Another important aspect of the literature is the fact that studies focusing on how to use AI as an enhancer of customer experience after flaws are still scarce or nonexistent and should be addressed (Ozuem et al., 2024; Dwivedi et al., 2023). Also, there are gaps in terms of understanding how artificial empathy may be implemented and how it may affect customer behavior (Liu-Thompkins et al., 2022; Puntoni et al., 2021). There is a lack of understanding of the means that companies may use to balance their strategies with artificial intelligence without compromising customer experience (Zaki, 2019; Kim, 2023).

Considering the findings of the systematic literature review, besides acknowledging gaps in the literature, the main frameworks, constructs, and theories were revealed, enabling future research to make a higher contribution to academia and companies.

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