Retracted: Artificial Intelligence Relationship on Consumer Behavior in Marketing Theory

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Authors’ contributions

This work was carried out in collaboration among all authors. Author ARN designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors MKI, MKA and MFA managed the analyses of the study. Authors MSAR and MFA managed the literature searches and proof reading of the article. All authors read and approved the final manuscript.

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ABSTRACT

Various recently-introduced applications of artificial intelligence (AI) operate at the interface between businesses and consumers. This paper looks at whether these innovations have relevant implications for marketing theory. The latest literature on the connection between AI and marketing has emphasized a great variety of AI applications that qualify this relationship. Based on these studies but focusing only on the applications with a direct impact on the relationship at the very heart of marketing, i.e., the one between firms and consumers, the paper analyzes three categories of AI applications: AI-based shipping-then-shopping, AI-based service robots, and AI-based smart products and domestic robots. The main result of this first analysis is that all three categories have to do, each in their own way, with mass customization. A discussion of this common trait leads us to recognize their ways to mass customization that – unlike the traditional approach developed thanks

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to flexible automation and product modularity technologies – place the customization process within a broader perspective of consumer needs management. This change in approach means that marketing should focus more on managing consumers’ needs than directly on the satisfaction of those needs. This finding marks a genuine discontinuity that opens up a new space for reflection for scholars and marketing managers alike.

Keywords: Marketing; robot; theory; planned; consumer behavior; managers; business.