Major: MKT
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AI Powered Personalization and Its Influence on Consumer Buying Behavior within Revolviz SMC Pvt Ltd

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Abstract

This study examines how personalization via AI impacts the purchasing behavior at Revolviz SMC Pvt Ltd and how AI-based marketing tools assess purchasing intentions, involvement with the brand, and how confident customers are in their buying decisions in the realm of digital commerce. With the accelerated growth of data-driven technology, companies have been adopting AI technology to provide tailored customer experiences to meet consumer preferences. Combining marketing with consumer behavioral research, this study reviews the current AI-based personalization strategies and employs quantitative methodology to assess customer responses.

According to the analysis Customer Purchase behavior improves when AI is used for personalization. When AI is used to personalize the digital shopping experience, consumers benefit from reduced informational overload, and decision making becomes less of a chore. With AI-driven personalization, consumers are more inclined to trust the purchase process. Additionally, personalization has the most impact when consumers perceive the overall process to be clear, trust the AI systems, and believe the purpose to be more ethically justified.

As a manager, this research illustrates how much of an advantage AI-based personalization, offered by Revolviz SMC Pvt Ltd, has at a strategic level for the organization in marketing, customer engagement, and customer retention in the long run. The main outcome from this study is that AI personalization can help companies create a long-term sustainable competitive advantage, given that ethical challenges and customer privacy issues are managed correctly..

FINAL PROJECT APPROVAL SHEET

Open Defense Examination

Open Defense __/__/____

Topic of Research: The Impact of Low Marketing Strategies on Consumer Purchase Intentions

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