

Impact on Chinese Online Shopping Mall Buyer Purchase Loyalty Using Artificial Intelligence Recommendation Service

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Abstract

It is to investigate the effect of artificial intelligence-based customer recommendation service on purchases through brand loyalty in online shopping malls, and to determine if this is ultimately related to consumer purchases. The purpose of this study is to understand the types of customer recommendation services based on artificial intelligence and to investigate the effect of purchasing on brand awareness and causality.

Artificial intelligence-based referral service served customers. As can be seen from the high probability, the artificial intelligence-based recommendation service has a great influence on the brand's parametric attitude.

The results of this study are as follows.

First, the customer recommendation service based on artificial intelligence will have a positive effect on the brand. Online consumers are having a positive influence on brands by receiving recommendations with experiences of interest based on their information.

Second, it can be seen that having a positive brand for a product has a positive effect on purchasing.

Customers who experienced a recommendation service based on big data in an online shopping mall found that customer service using artificial intelligence has a positive effect on the brand and positive influence on purchase through brand enhancement.

Keywords : Artificial Intelligence, Machine learning, AI, Shopping mall,