

REVOLUTIONIZING CRM: HOW AI PERSONALIZATION IS SHAPING THE FUTURE OF E-COMMERCE FROM THE CUSTOMER'S PERSPECTIVE

Jegashini, K.^{1*}, and Shivany, S.²

*^{1,2}Department of Marketing, Faculty of Management Studies and Commerce,
University of Jaffna, Jaffna, Sri Lanka
*jega2709@gmail.com*

Artificial Intelligence revolutionizes customer relationship management by enhancing engagement and loyalty. The research explores the use of AI in CRM strategies, focusing on personalized approaches. By using AI algorithms and machine learning techniques, organizations can analyze vast amounts of customer data to tailor products, services, and interactions to individual preferences and behaviors. The shift in customer engagement strategies emphasizes understanding and empathizing with customers, with AI-driven content personalization enhancing satisfaction, loyalty, and business growth and making it indispensable in the digital market. This qualitative study investigates how, from the standpoint of the consumer, AI-driven personalization is reshaping e-commerce. With a focus on how individualized experiences affect customer behavior and satisfaction, the study chooses 25 people with noteworthy e-commerce experiences using purposive sampling. Data was gathered through focus groups and in-depth interviews to obtain thorough insights into client opinions and expectations. According to the research, AI personalization significantly improves user engagement, creates a feeling of individualized attention, and makes customized product recommendations, all of which improve the customer experience. In addition to highlighting the convenience and happiness gains of personalized purchasing, participants voiced worries about data security and privacy. The findings of the study offer insightful information about the changing nature of AI-driven e-commerce and suggest ways for companies to improve their CRM programs and respond to client complaints. These results advance our knowledge of consumer perceptions of AI personalization and its potential effects on e-commerce in the future.

Keywords: AI personalization, E-commerce, CRM strategies, Customer experience, Qualitative study