

Influence and acceptance of artificial intelligence-driven digital marketing innovations on consumer behaviour in Chinese e-commerce

Abstract

The COVID-19 pandemic has accelerated the shift towards e-commerce, and this trend continues even as countries recover. China, with its high smartphone adoption rate and advanced delivery systems, leads the world in e-commerce, contributing to 50% of global transactions (eMarketer, 2023). As technology advances rapidly, it's essential to understand the impact on consumer behaviour, especially in terms of acceptance and adaptation. With the rise of artificial intelligence (AI) in digital marketing, personalisation has become more prevalent in online shopping experiences (Liu et al., 2022). However, concerns about data privacy, security, and the need for genuine human interaction arise (Hoffman & Novak, 2018). These issues remain prevalent as consumers become more aware of their digital rights and the potential risks associated with online interactions (Smith & Anderson, 2022). This study aims to examine the balance between AI-driven marketing advancements and consumer reactions within China's e-commerce landscape. By employing a mixed-methods approach that combines quantitative survey data and qualitative interviews with e-commerce consumers, the research seeks to address the knowledge gap regarding the impact of AI on online shopping habits and preferences in China. The study will analyse consumer perceptions of AI-driven recommendations, live-streamed promotions, and targeted marketing strategies, identifying factors that contribute to changes in consumer behaviour, particularly in personalisation and interactivity. Findings will benefit retailers, digital marketers, platform developers, and policymakers by offering a deeper understanding of China's e-commerce landscape, contributing to the sustainable growth of this globally significant e-commerce market while balancing personalisation and privacy concerns