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Explaining The Relationship Between Artificial Intelligence and Consumer Behavior on The Axis of Consumer Culture

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This study aims to explain the relationship between artificial intelligence and consumption on the axis of culture. Examining artificial intelligence together with culture in terms of consumer behavior is a developing field of research (Stone et al., 2020; Jain et al., 2023; Srivastava et al., 2023). Jain et al. (2023) highlighted that while research in the Global North examines the connection between artificial intelligence and consumer behavior, emerging countries' unique cultural, sociological, and technological aspects should also be taken into consideration. On the other hand, Consumer Culture Theory (CCT) offers a crucial framework for comprehending the experiential, social, cultural, and symbolic underpinnings of consumer behavior (Hungara & Nobre, 2021) in the era of the "new age" technologies (Srivastava et al., 2023). The current study discusses, in the context of CCT, the interaction between artificial intelligence and consumer behavior, with a focus on developing countries (where the subject has been studied very limitedly in the literature). To this end, a review of the literature was done and recommendations for research and industry are provided. The study's original contribution was assessed as addressing the relationship between consumer behavior and artificial intelligence by applying CCT, as well as by seeing it from the perspective of developing countries. Accordingly, the study seeks to advance knowledge of how consumers and artificial intelligence interact from the perspective of cultural studies and Consumer Culture Theory.

Keywords: Consumer culture, consumer behavior, artificial intelligence, sociology, marketing.

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