

# Index

- Academic research, 101
- Acceptance of chatbots, factors
  - affecting, 5–7
- Adoption issues, implications for, 175–176
- Algorithmic biases, 11
- Algorithmic pricing solutions, 87
- Amazon, 88
- Analytical CRM solutions, 134
- Antecedents and consequences, 150–151
- Anthropomorphism, 5–6
- Application programming interface (API), 13
- Artificial intelligence (AI), 2, 81, 164, 221
  - AI-based intelligent service design systems, 165
  - AIaaS, 165–166
    - context, 177
    - ecosystems, 176–177
    - findings of SLR, 169–171
    - limitations, 177
    - managerial implications, 176–177
    - rule-based chatbots to, 3
    - SLR, 166–169
    - strategic implications of AI on marketing field, 172–176
- Artificial intelligence as a Service (AIaaS), 165–166
  - for value creation, 166
- Artificial Linguistic Internet Computer Entity (ALICE), 2–3
- Attention, Interest, Desire, and Action (AIDA), 58
- Augmented reality (AR), 25, 219
- Autoencoders, 41
- Automation of pricing, from price model to, 85–87
- Autoregressive integrated moving average (ARIMA), 137–138
- Bibliography, 61–62
- Big data
  - impact of big data on market environment, 148
  - exploring influencing factors and ethical considerations in age of, 149
- “Black box” models, 43
- Brand, 203
  - credibility, 197–198
  - crisis, 198
- Business capabilities, 104–106
  - and competencies, 100–101
- Business Model Canvas, 98–100, 103–104
- Businesses, 87
  - business model-based AI revolution, 169
  - models, 80
  - new opportunities and strategic implications for, 12–14
- Catalog, 64
- Channel mix, 213–216
  - research, 217–218
- Channel scope, 218–219
- Chatbots, 165–166
  - algorithmic biases, 11
  - CAI and, 2
  - context-related factors, 6–7
  - data privacy and cybersecurity, 10–11
  - ethical issues in Chatbot implementation and usage, 10–12
  - experiencing, 8–10

- factors affecting acceptance of, 5–7
  - generative AI and revolution of
    - NLP technologies, 12–14
  - human replacement, 11–12
  - market, 3–5
  - technology-related factors, 5–6
  - types, 3
  - users-related factors, 7
- ChatGPT, 12–14
- Cognition, 27–28
- Collaborative CRM applications, 134
- Competitiveness through responsible
  - personal data practices, achieving, 156
- Congruence, 197
- Construct satisfaction, 67
- Consumer behavior, 58, 60, 212–213
- Consumer customization, 46
- Consumer privacy
  - impact of big data on market environment, 148
  - falsification of data, 149
  - impact on consumer vulnerability and falsification of data in data-driven marketing, 148–149
  - managing consumer privacy and ethics, 149–150
  - need for organizations to manage, 148–150
- Consumer vulnerability
  - associated with personal data, reducing, 150–154
  - customer data vulnerability and impact of data breaches, 152–153
  - impact on consumer vulnerability and falsification of data in data-driven marketing, 148–149
  - leveraging data analytics for reduced consumer vulnerability, 150
  - mitigating effects of customer data breach vulnerability, 153
  - overcoming complexity, 151–152
  - perceived vulnerability of personal data, 150–151
  - PMT in understanding privacy controls, vulnerability, and falsification of information, 153–154
- Consumers, 87
- Convenience sampling, 136
- Conventional product design, 44–45
- Conversational artificial intelligence (CAI), 2
- Coping strategies, 153–154
- CorrGAN, 41–42
- Credibility crisis, 198–199
- Credibility source model, 197–198
- Cross-modal correspondences, 26–27
- Cross-channel concepts, 216
- Customer data
  - achieving competitiveness through responsible personal data practices, 156
  - creating value through customer data, 155
  - harnessing value of, 154–156
  - managing customer vulnerability, 154–155
  - mitigating effects of customer data breach vulnerability, 153
  - proposal for ethical framework for data privacy marketing audits, 155–156
  - vulnerability and impact of data breaches, 152–153
- Customer e-satisfaction, 67
- Customer experience (CX), 20, 59–60, 63
  - challenges of triggering sensorial experiences in online touchpoints, 22–23
  - in online touchpoints, 20–22
  - process of triggering sensorial experiences in online touchpoints, 28–30
  - trigger sensations in online touchpoints, 25–26

- trigger sensorial experiences in
  - online touchpoints, 23–28
- trigger sensorial perceptions in
  - online touchpoints, 26–28
- Customer journey, 20, 213–214
- Customer relationship cell, 106
- Customer relationship management systems (CRM systems), 132
  - applications, 133
  - data analysis, 137–138
  - democratization and proliferation of, 135–136
  - experiment, 136–138
  - experiment findings, 138
  - exploring types of, 133–135
  - marketing strategies and, 132–136
  - selection of sampling elements, 136–137
  - solutions, 132–133, 140
  - variables definition and data extraction, 137
- Customer satisfaction, 67
- Customer service experience, 106–107
- Customer support, 64–65
- Customer vulnerability, managing, 154–155
- Cybersecurity, 10–11
  
- Data, falsification of, 149
- Data analysis, 137–138
- Data analytics for reduced consumer vulnerability, leveraging, 150
- Data breaches, customer data
  - vulnerability and impact of, 152–153
- Data colonialism, 164
- Data extraction, variables definition and, 137
- Data privacy, 10–11
- Data privacy marketing audits, 155–156
  - proposal for ethical framework for, 155–156
- Data-driven marketing, impact on
  - consumer vulnerability and falsification of data in, 148–149
- Decision-making process, 213–214
- Deep learning (DL), 2–3, 51
- Deep neural networks, 2–3
- Democratization and proliferation of CRM systems, 135–136
- Digital business model, 83–84
  - to price model, 84–85
- Digital economy
  - future pricing challenges, 88–89
  - paradigm shift in pricing in digital environment, 82–88
  - price communication in, 87–88
  - pricing challenges, 88–89
- Digital environment
  - digital business model to price model, 84–85
  - paradigm shift in pricing in, 82–88
  - price communication in digital economy, 87–88
  - from price model to automation of pricing, 85–87
  - from value drivers to new business models, 82–84
- Digital era
  - channel mix, 213–216
  - channel scope, 218–219
  - channel scope opportunities, 220–221
  - future research opportunities, 220–221
  - limitations, 222–223
  - literature review, 216–220
  - main topics, 216–218
  - theoretical approach, 219–220
  - theoretical approach opportunities, 221
  - topic opportunities, 220
- Digital influencers, 196, 201–203
- Digital marketing, 126
- Digital platforms, 148–149
- Digital pricing, 80, 82, 84
- Digital resignation, 148–149

- Digitalization, 81, 88–89
- Domain-based analysis, 100
- Dynamic adjustment, 86
- Dynamic pricing, 86
  
- E-loyalty, 68
- Electronic commerce (e-commerce), 50, 57–58, 85, 88, 212
- ELIZA, 2
- Emerging markets, implications for, 172–174
- Emotional Design, 5–6
- Emotional preference-based design, 44–45
- Endorsements, 198–199
- Engagement, 8–10
- Enterprise-wide risk assessment (EWRA), 184
- Ethical framework for data privacy marketing audits, proposal for, 155–156
- Expectation confirmation theory (ECT), 60
  
- Facebook, 123–124
- Facebook Messenger (Online messaging platforms), 3–4
- Fakes, 49
- Falsification of data, 149
  - in data-driven marketing, 148–149
- Falsification of information, PMT role in understanding, 153–154
- Faves, 49
- Firms, 155
- Force feedback, 25
- Fourth Industrial Revolution (IR 4.0), 164
- Freemium strategy, 84
  
- Gender, 5–6
- General Data Protection Regulation (GDPR), 150
- Generative adversarial networks (GANs), 40–41, 44
  - advantages of, 42
  - current applications of GANs in marketing, 44–47
  - differentiating faves vs. fakes, 49
  - disadvantages of, 42–43
  - distribution, 50
  - ethical considerations, 44
  - implications in customer lifetime value, 48
  - and marketing strategy, 47–48
  - price perception management, 49–50
  - product innovation and development, 48–49
  - product promotion changes, 49
  - research directions, 50–51
  - strategic implications of, 47–50
- Generative AI, 12–14
- Geo-conquesting, 148
- Geofencing, 148
- Gross Domestic Product (GDP), 172–174
- “Guilt-by-association” effect, 153
  
- Human replacement, 11–12
- Hybrid chatbots, 3
- Hybrid human–machine pricing approaches, 87
  
- Identity, 5–6
- Image generation, 44–45
- Industries, type of, 169
- Industry 4.0, 80
- Influence marketing on social media
  - brand, 203
  - case studies, 201–203
  - conceptual background, 197–199
  - credibility crisis, 198–199
  - credibility source model, 197–198
  - digital influencer, 201–203
  - methodology, 200–201
  - research problem, 199–200
  - results, 203–206
- Information, 63–64
- Information and Communication Technology, 175
- Instagram, 204

- Internal technological capabilities, 104–106
- International Finance Corporation, 172–174
- International Monetary Fund (IMF), 172–174
- Internet, 212
- Interview-based approach, 170–171
- Large language models (LLMs), 14
- Latent loyalty, 67–68
- Loyalty, 8, 10, 67–68
- Machine learning (ML), 2–3, 40, 49–50
- Market environment, impact of big data on, 148
- Marketing
  - consumer customization, 46
  - current applications of GANs in, 44–47
  - image generation, 44–45
  - product trail via visual try-ons, 47
  - video enhancement, 45–46
- Marketing field
  - implications for adoption issues, 175–176
  - implications for emerging markets, 172–174
  - implications for SDGs, 174–175
  - strategic implications of AI on, 172–176
- Marketing strategy, 47–48, 97–98
  - and CRM systems, 132–136
- Marketplaces, 88
- Markov chains, 2–3
- Mental imagery, 27–28
- Messenger-based chatbots, 3–4
- Mobile channel case, 219
- Multi-channel concepts, 216
- Multi-Label AD-GAN, 45
- Natural language processing (NLP), 2–3, 164, 172, 174
  - revolution of NLP technologies, 12–14
- Net income, 137
- Netnography method, 200
- Networked branding, 124–125
- Neural networks, 40–41
- “Ninja” robots, 101–102
- Nonsensory cues, 26
- Omnichannel concepts, 216
- Online content and political marketing, 123–124
- Online customer experience, 21
- Online messaging platforms, 3–4
- Online store selection
  - catalog, 64
  - consumer behavior, 58–60
  - customer support, 64–65
  - CX, 60–63
  - literature review, 58–68
  - loyalty, 67–68
  - perceived value, 65
  - satisfaction, 67
  - security and privacy, 66
  - terms and conditions, 64
  - trust, 65–66
  - web content, 63–64
- Operational CRM, 134
- Organizations, 23–24, 26, 28, 149–150
- p*-value, 138
- Perceived Service Quality, 8–10
- Perceived value, 65
- Perceived vulnerability
  - of personal data, 150–151
  - strategies for mitigate, 151–152
- Perception, 24–25
- Personal data, consumer vulnerability
  - associated with, 150–154
- Personalization, 8, 10, 118
- Political branding, 124–125
- Political campaigning, 118
- Political candidates, social media
  - marketing strategies of, 121
- Political marketing, 123–124
  - on social media, 119–120, 122–123
- Politicians’ approach toward social media, 122

- Politics, 117–118
- Price communication in digital economy, 87–88
- Price model
  - to automation of pricing, 85–87
  - digital business model to, 84–85
- Price perception management, 49–50
- Pricing process, 87
- Privacy concerns, 148–149, 154–155
- Privacy controls, PMT role in understanding, 153–154
- Privacy dashboards, 151–152
- Product aesthetics, 44–45
- Product customization, 46
- Product information, 63–64
- Product promotion changes, 49
- Productivity, 8
- Protection motivation theory (PMT), 153–154
  - in understanding privacy controls, vulnerability, and falsification of information, 153–154
- ProteinGAN, 41–42
- PsyXpert, 2
- Qualitative approach, 170–171
- Recognition, 24–25
- Regulators, 184
- Repricing technology, 86
- Research agenda, 98, 108
- Research methodologies and approaches, 169–171
- Responsible personal data practices, achieving competitiveness through, 156
- Retrieval-based chatbots, 3
- Revenue streams
  - cell, 107
  - service robots impact cost structures and, 102–103
- Review, 213
- Rule-based chatbots to AI-based chatbots, 3
- Safeguarding privacy
  - harnessing value of customer data, 154–156
  - need for organizations to manage consumer privacy, 148–150
  - reducing consumer vulnerability associated with personal data, 150–154
- Sampling elements, selection of, 136–137
- Satisfaction, 8, 10, 67
- Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR), 167
- Segmentation, 217
- Sensation, 24, 30
  - in online touchpoints, 25–26
- Sensorial customer experiences, 30
- Sensorial experiences in online touchpoints, 23–28
  - challenges of triggering, 22–23
  - process of triggering, 28–30
- Sensorial perceptions, 24–25
  - in online touchpoints, 26–28
- Sensory cues, 26
- Sensory imagery, 27
- Sensory marketing, 28, 30–31
- Sensory overload, 23
- Sensory-enabling technologies, 28
- Sephora Virtual Artist chatbot, 3–4
- Service Robot Innovation Canvas, 104, 107–108
  - business capabilities, 104–106
  - customer service experience, 106–107
  - findings, 100–103
  - future research directions, 108
  - limitations, 110
  - methodology, 98–100
  - profit formula, 107
  - service robots demand new core business capabilities and competencies, 100–101

- service robots impact cost structures and revenue streams, 102–103
- service robots offer new value propositions and service experiences, 101–102
- Service robots, 97–98
  - demand new core business capabilities and competencies, 100–101
  - impact cost structures and revenue streams, 102–103
  - new value propositions and service experiences, 101–102
- Small-and medium-sized enterprises (SMEs), 135
- Social contract theory, 156
- Social CRM solutions, 134
- Social media, 117–118, 219
  - influencers, 196
  - platforms, 117–118, 197–198
  - politicians' approach toward, 122
- Social media marketing
  - adopting social media for political marketing, 119–120
  - current state of research, 118–119
  - future research, 125–126
  - online content and political marketing, 123–124
  - politicians' approach toward social media, 122
  - research themes, 119–125
  - social media and political branding, 124–125
  - social media marketing and voter behavior, 122–123
  - social media marketing strategies of political candidates, 121
- Social networks, 199
- Social-oriented chatbots, 6–7
- Sociocultural measurement system, 175–176
- Spurious loyalty, 67–68
- Strengths, weaknesses, opportunities, and threats (SWOT), 156
- Stress testing, 184
- Subscription models, 85
- Sustainable Development Goals (SDGs), 172
  - implications for, 174–175
- Synesthesia, 27
- Systematic literature review (SLR), 167
  - findings of, 169–171
  - research focus, 169
  - research methodologies and approaches, 169–171
  - type of industries, 169
- Technologization, 81
- Technology acceptance model (TAM), 60
- Technology-based e-commerce firms, 50–51
- TextureGAN, 45
- Theoretical construct (TC), 60
- Theory of planned behavior (TPB), 60
- Theory of reasoned action (TRA), 60
- 3D visualization, 25
- TikTok, 204
- Time series analysis, 137
- Transparency, 153
- True loyalty, 67–68
- Trust, 8, 10, 65–66
- United Nations (UN), 174
- Value creation, 82
  - AI important for, 166
- Variables definition and data extraction, 137
- Video customization, 46
- Video enhancement, 45–46
- Virtual “tryons”, 47–48
- Virtual reality (VR), 221
- Voter behavior, 122–123
- Vulnerability, PMT role in understanding, 153–154
- Web content, 63–64
- Web-based chatbots, 3–4
- WhatsApp (Online messaging platforms), 3–4
- World Wide Web, 212